

#fame

Press Release

For Immediate Publication

Mumbai, August 5, 2015:

Day 3 at IIJW 2015

DAY THREE AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2015 POWERED BY GIA OPENED WITH THE SUPERB COLLECTION DIOSA DESIGNED BY DARSHAN DAVE IN ASSOCIATION WITH SWAROVSKI GEMSTONES

Diosa (which means goddess in Latin) Jewels in association with Swarovski Gemstones captivated the audience with a symphony of glittering pieces with music and dance to open Day Three at India International Jewellery Week 2015 powered by GIA.

A name to reckon with as India's leading destination jewellery brand, Diosa Jewels created by Darshan Dave in sterling silver, were exclusively made with Swarovski Zirconia and are hot sellers in the country. Against an inspiration of dances like the Tango, Flamenco and Salsa, the Diosa Jewels show with the sensational jewellery brought to centre stage finely visualized ornaments and the Art of Dance.

To break the traditional mind set of gold and diamonds, Diosa Jewels presented outstanding pieces in sterling silver with Swarovski Zirconia, with each stone having the laser engraved mark of Swarovski Zirconia.

Rows of white and green Swarovski Zirconia encrusted a bracelet; while ear cuffs with pearl centres, an intricate neck piece and an impressive tiara were some of the stunners on the catwalk.

Each of the dance segments were opened with energetic dancers, who recreated the magic of the Tango, Flamenco and Salsa dances.

The Tango section featured the gorgeous white and green zirconia necklaces matched with pear shaped earrings, prong beauties for the neck had pearl edges; while elongated pendants were teamed with shoulder dusters.

Stopping the show was India's international super model, Ujwalla Raut who floated down the ramp wearing a choker with multiple strands, trellised earrings and bangles.

For the Flamenco inspiration it was Miss India Sushree Shreya Mishra who opened with a gorgeous green zirconia and pearls necklace teamed with shoulder dusters. The collection featured chokers with abstract designs, pearls embedded in a sea of zirconia for neck pieces; while neck bands, three layers of bangles and a side sweep neck piece with rows of strands looked definitely vibrant.

Putting an end to the swinging section was top singer, Mansi Scott who looked smashing in a double layered necklace, imposing rings and multiple rows of bangles.

For the rocking Salsa section, it was an assortment of long chains, which were teamed with varying ear ornaments styled as shoulder dusters, heart shaped, pear shaped and floret designs.

Sophie Choudhary, the sensational singer, dancer and actress rocked down wearing a stunning wide choker, which flowed into a giant red flower, a tiara for her crowning glory, cocktail rings and bracelets.

The sexy glamorous garments for the show were by designer Rajiv Mehta.

On the ramp to take a bow, were Darshan Dave who moved to the Salsa beat with Ujwalla Raut and Sophie Choudhary and was followed by Mr Rajendra Jain, Managing Director, Swarovski India, who rocked down with Mansi Scott and Sushree Shreya Mishra.

When it comes to adding glittering variety in a lady's jewel box, the collection by Diosa Jewels created by Darshan Dave in association with Swarovski Gemstones will be the perfect choice.

GJEPC's India International Jewelry Week 2015 powered by GIA

IJJW 2015, powered by GIA, has Jewel Trendz as knowledge partner, and leading brands such as Gitanjali, Rio Tinto, Evara -PGI and ForeverMark as Co-Partners, DAMAC and Birdhichand Ghanshyamdas as Lounge Partners, Ultra as the beverage Partner and Bright as an outdoor partner.

Vipul Shah, GJEPC commented "Since its inception in 2010, IJJW has evolved as the most creative, intricate, and artistic design platform for the jewelry design talent in India. IJJW 2015

will also present designers from Thailand this year, who will showcase exclusive Jewellery from Thailand.”

Sanjay Kothari, IJW said “IJW as a property has proved to the world that India is one of the prime destinations for jewellery globally, with design talents, which are indeed world class. The Jewellery Week will spell design direction in categories namely Pret, Couture and Bridal for the coming season.”

The IJW recognizes some of the most reputed jewelry designers across the globe, such as AUM Monica Kapoor, Anand Shah, AAKS Jewels, Avantika, Birdhichand Ghanshyamdas Das, Dhruv, Diosa, Emerald, GDK, GSI, IIGJ (Mumbai, Delhi, Jaipur), Jewellers Association Show, Jewels by Preeti, Leading Jewellers of the World, Moni Agarwal, Shobha Shringar, Swarovski, Sunil Jewellers, Suryagolds, Tanishq, Thai Gem & Jewellery Traders Association, You Be Jewellery, Varuna D Jani.

About IJW

IJW is an initiative to showcase India’s finest in jewellery, be it design or innovation, supported by top-of-the-line craftsmanship, technology and quality to the customers around the globe. India, with its ability to create most intrinsic and inspired jewellery, has made bold statements across the globe. Our designers have time and again made us proud by winning different international design contests of repute. IJW is an attempt to provide an international platform to India’s budding and leading designers and also design houses to unveil their fascinating, classic and contemporary jewellery collections to the world jewellery market; thereby establishing India as the most sought after destination for quality jewellery.

Website : www.ijw.org

Notes to Editor

Established in 1966, the Gem and Jewellery Export Promotion Council GJEPC of India, has dynamically led the industry to flourish. Being a powerful engine, driving India’s export-led growth, with more than 6000 members across India.

About #fame

#fame is our official LIVE DIGITAL PARTNER. Talented individuals join #fame to do what they love most – launch an idea, grow their skills, build a community, find an audience and prosper. And now they can do it “LIVE.” Instant feedback. No prepping, no scheduling, the ease of beaming their talent from the comforts of their home, office, garden, or just about anywhere. All this is possible through the #fame app, India’s first live entertainment app, available on both iOS Android.