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Press Release

For Immediate Publication

Mumbai, August 5, 2015:

Day 3 at IIJW 2015

GEMOLOGICAL SCIENCE INTERNATIONAL PRESENTED THE FABULOUS ANAND SHAH THE GARDEN OF EDEN COLLECTION AT INDIA INTERNATIONAL JEWELLERY WEEK 2015 POWERED BY GIA

The Gemological Science International, an independent gemological laboratory, presented the fabulous collection of couture designer Anand Shah called “The Garden of Eden” at India International Jewellery Week 2015.

The Gemological Science International was established 10 years ago and is one of the world’s largest and most technological advanced Gemology laboratories with nine offices in USA, India, Israel, Belgium and Botswana.

Two chandeliers at head ramp and two on stage created an elegant atmosphere for the high voltage show.

Mother Nature was the inspiration for Anand Shah’s jewels, as he worked creatively with the yellow metal giving it his distinctive touches. Antique finish gold jewellery was given stunning textures and highlighted with ancient craft techniques. Filigree, granulation and unique surface treatment along with kundan settings were blended to offer amazing jewellery ideal of the Red Carpet entry.

Creating master pieces since 1997, Anand Shah, winner of several awards, is renowned for turning heirlooms into New Age pieces. His jewellery has often featured unconventional mediums like wood, wool and oil paints on 22 K gold pieces.

Intricately crafted hair-cum-ear ornaments, lacy skull caps, tantalising tasselled neckpieces and a stunning cuff with clusters of flora and fauna (shown at the Cannes Film Festival in 2013 won rave reviews) crafted in gold were breath-taking.

Featuring nearly 23 pieces in a tightly edited show, the burnished gold creeper design necklace with gem tips, angular floral head band with matching necklace and bracelet and the large peacock pendant necklace and bracelet were superbly designed.

Blending pastel glass with 22 K gold, there were intricate creations, some with strands of wool for the earrings and necklaces. Gold beads appeared for chains with triple pendants or filled the hollows of the glass necklaces. Graduating circles were attached with fine wool to necklace and earrings with emerald drops and the 'V' shaped bib with a triangular gold pendant pushed the design limits to the end.

Beaten gold collars, a polki Raani Haar and the final gold neck to shoulder yoke creation teamed with double jhumkhi earrings, had the audience hold their breath in wonder.

Closing the show was the hot star of the award winning film "Masaan" Richa Chadda, wearing a magnificent draped over shoulders floral necklace with a matching ear-cum-head ornament.

The very exotic and futuristic garments were by designer S S Surya in ivory cotton to match the mood.

Taking a bow at the end of the show, Anand Shah was greeted with rousing applause as he walked the ramp with Debbie Azar and Mark Gershberg from the Gemological Science International.

Brilliant artist Anand Shah's "The Garden of Eden" jewellery was what stylish women covet when they desire to be an 'Eve' when making a drama appearance.

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 IIJW

IIJW 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. IIJW 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.iiwj.org

Notes to Editor

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