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Press Release

For Immediate Publication

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Day 3 at IIJW 2015

JEWELLERS ASSOCIATION SHOW IN ASSOCIATION WITH MALCA AMIT JK DAZZLED THE AUDIENCE WITH GORGEOUS JEWELLERY COLLECTIONS AT INDIA INTERNATIONAL JEWELLERY WEEK 2015 POWERED BY GIA

The Jewellers Association Show in association with Malca Amit JK featured a dazzling array of priceless ornaments at India International Jewellery Week 2015 powered by GIA.

The Association, which is the face of Jaipur Jewellers, was started in 1927 and has as its theme “Timeless Jewels” for 2015; that will be held in Jaipur from August 21-24 2015. The collections on the ramp by the various brands revealed India’s fabulous gemstones, precious metals and jewellery on display to satisfy every fastidious buyer.

The crooning of singer Ali Quli Mirza featured his popular numbers through the four collections of the show. The rocking presentation kept the audience’s feet tapping throughout.

GEM PLAZA

The six decades old Gem Plaza creator of high end jewellery was the opening collection to set the pace. Splendid bridal creations appeared on the ramp to dazzle the viewers. Tiny diamonds/rubies petalled set, four rows of rubies and diamonds for a glittering necklace and earrings, ruby florets for neck pieces and pear shaped pendant with square emerald necklace were the great additions in the collection.

SABOO FINE JEWELS

Founded by Chand Bihari Saboo, the company is now taken forward by his sons Rajender Saboo and Surender Saboo who presented three collections. “Yaksh Kuber” featured the Raani Haars

of the Mughal and Rajput era. “The Kaustubh Collection” had asymmetric ruby/pearl/ diamond circular necklace with seed pearl detailing and Basra highlights; while hoops, kadas and ruby chains with giant oval pendant looked great on the ramp.

“The Lissome Collection” was creative with diamond 3D rose and emerald centre for the looped necklace, as well as diamond sets with ruby strands.

KOTHARI JEWELS

From Kothari Jewels known for their royal jewellery collections, there were diamonds and real gemstones for superb bridal ornaments, rings, earrings and bands, which were dreamt up in coloured gemstones, Kundan Meena and diamond polki.

The show was a treat for the eyes as glittering diamonds were embedded in the yellow metal to form the most desirable neckpieces, earrings, rings and bangles. There were ageless gems that were transformed into heritage pieces that could turn into heirlooms for generations.

The skills of the craftsmen and the designing talents of the Jewellers were evident in the unique patterns that appeared on the runway. The first collection was “Modern and Trendy” with diamond collars, chandbalis with swirls, dainty daises in rubies and diamonds as well as four thin diamond strands and jhumkis. For the “Ethnic Collection”, it was heavy Maatha Pattis, Kundan Meena Raani Haars and pearl edged chokers. The “U” shaped temple necklace edged with giant pearls and the hair ornaments with pearl detailing were magnificent in their craftsmanship.

The garments for Gem Plaza and Kothari Jewels were created by Ulka and for Saboo Fine Jewels, designed by Manali Jagtap.

Taking a triumphant walk down the ramp after a very exciting, colourful and thrilling show from Gem Plaza, it was Sakhi Dhadda and Priyal Dhadda. From Saboo Fine Jewels, it was Suman Saboo and from Kothari Jewels, it was Piyush Kothari and Poonam Kothari.

Also on the stage were Mr Vijay Kedia, President, Jaipur Jewellers Association, Mr Sanjay Kothari, Convener, IJJW and Mr Pramod Derewala, Convener, Jaipur Association Show.

The Jewellers Association Show in association with Malca Amit JK was a cornucopia of precious jewellery that excited the audience as well as the buyers at India International Jewellery Week 2015 powered by GIA.

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, IJW has evolved as the most creative, intricate, and artistic design platform for the jewelry design talent in India. IJW 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.

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