

**#fame**

Press Release

For Immediate Publication

*Mumbai, August 5, 2015:*

*Day 3 at IJW 2015*

**JEWELS BY PREETI WAS A GRAND AMALGAMATION OF CREATIVITY, BEAUTY AND STYLE AT INDIA INTERNATIONAL JEWELLERY WEEK 2015 POWERED BY GIA**

Mention “Jewels by Preeti” and visions of dazzling solitaires and dainty designs come to mind. Created by Preeti Jain the “Papillion” collection for “Jewels by Preeti” was inspired by the delicate colourful butterfly. Bringing in the vibrant hues of the theme, Preeti used coloured gemstones to highlight the designs.

**Opening the presentation with the lovely Bollywood star, Ileana D’cruz in a diamond and emerald necklace, armlet and danglers; the show was set for gorgeous jewellery that will thrill women who long for fine ornaments.**

Presenting a versatile collection at India International Jewellery Week 2015, Preeti displayed creations for the stylish girls that ranged from necklaces and matching head gear in shimmering diamonds and polkis, to exquisite bracelets, waistbands and rings that were teamed with hair ornaments.

For the mature woman, Preeti offered amazing polki and diamond studded Raani Haars and temple jewellery with matching bracelets and rings. The assortment of long necklaces, cummerbunds, payals, and earrings had ideal mix and match options.

Made from 18 and 22 K gold, Preeti added diamond and polki “Passa”, which can be worn with western and ethnic garments. Unique Kashmiri Jhumkas, Haath Phools, armlets, temple jewellery with invisible ruby and emerald settings, completed the collection.

Maatha Patti, head ornaments, double pendants on long chains of uncut diamonds, great chandbalis with centre spheres and ring-cum- bracelets were crafted with expertise and

imagination. The curved necklace with leaf detail was teamed with hoops, pear shaped earrings and palm-chain-bracelet and rows of diamond necklaces with Papillion detailing, followed the theme. The giant fan shaped pendant with a multi gem collar, the 'U' shaped glittering neck piece with circular pendant and the gold/ruby/diamond creation completed the look.

Adding to the beauty of the "Jewels by Preeti" line were the elegant garments from 'Divinno' the sister concern company of "Jewels by Preeti".

When a woman wants to add a scintillating look to her jewellery then the "Papillion" collection from "Jewels by Preeti" will help her make a grand impressive entry.

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, IJJW said "IJJW 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 IJJW 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 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.iijw.org](http://www.iijw.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**

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