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Press Release

For Immediate Publication

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Day 3 at IIJW 2015

SUNIL JEWELLERS SHOWED SUPERBLY CRAFTED MASTER PIECES THAT WERE THE CENTRE OF ATTRACTION AT INDIA INTERNATIONAL JEWELLERY WEEK 2015 POWERED BY GIA

A collection of finely crafted master pieces by Sunil Jewellers of Jaipur was the centre of attraction at India International Jewellery Week 2015 powered by GIA.

With buyers in India, USA and Canada, the brand is renowned for its workmanship and quality for the past three generations. Presenting a collection that evoked a high level of purity and creativity, Sunil Jewellers are specialists in Kundan Meena, Jaipur Jadau ornaments with enamel and polkis.

The antique gold work 'Chitrai' or gold engraving with traditional Rajasthani motifs and designs were the major highlight of the ornaments. "Fusion Polki Jadau Jewellery" from the brand is a new concept developed for the modern buyers.

The striking pieces were a ring with beautiful enamel work inside and gorgeous pearl and diamond motif, tiny jhumkis dangled from giant Chandbalis; while collars with imposing pendants and diamond leaf chokers with matching earrings created a sensation on the ramp.

Bringing in traditional beauties like Kaan Phool for ears, the Nath or Nose ring with hair attachment, ring-cum-bracelet and solid encrusted kadas, Sunil Jewellers ensured that the collection had the perfect heritage look.

Making a more eye-catching impact on the audience was the richly ornate Raani Haar in diamonds and rubies with matching Maang Tikka. Rows of large diamonds were attached with long glittering bibs, while spread collars over shoulders with centre ruby created drama on the runway. The triangular lacy bib attached to an intricate collar, tiny geometric tassels on strands

for earrings and Raani Haar with multiple pearl chains worn with a glitzy choker could be the envy of all.

Taking the show to a glamorous end was Bollywood's latest darling, beautiful statuesque, Kriti Sanon, wearing a majestic Raani Haar, choker with three dynamic pendants, Maang Tikka, bangles and ring-cum-bracelet.

Adding a large dose of style and elegance to the collection were the clothes by designers Neena and Astha for the label Ohm.

Taking a bow on the ramp after a truly scintillating show were Sunil Agarwal and Rita Agarwal of Sunil Jewellers.

For jewellery that is not only superbly crafted but gorgeous to look and wear, Sunil Jewellers offered a fabulous, traditional, heritage collection to suit all stylish needs.

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

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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