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Press Release

For Immediate Publication

*Mumbai, August 5, 2015:*

*Day 3 at IIJW 2015*

**THE 6TH EDITION OF INDIA INTERNATIONAL JEWELLERY WEEK 2015 POWERED BY GIA CAME TO A CLOSE WITH THE DRAMATIC “ADAA” COLLECTION LAUNCHED BY BIRDHICHAND GHANSHYAMDAS JEWELLERS**

Creators of amazing jewellery inspired by the beautiful grand heritage and traditions of India, the Birdhichand Ghanshyamdas Jewellers name is held in high esteem by lovers of timeless pieces. In the past six years a new collection has been launched each year starting with Hunar, Adrishya, Aranya, Amer and Aks.

At India International Jewellery Week 2015 powered by GIA Birdhichand Ghanshyamdas Jewellers launched their most ambitious and sensational collection “Aada” to end the fabulous 6th edition of the event on Day Three.

Against a back drop of maroon velvet, a sun burst at the entrance on the stage opened for the models to glide out. Two chandeliers lit up on the side of the stage as the show started. On the other end of the head ramp was a marble paddle pool; while the red/black checkered ramp was ready to welcome the fashion icons of days gone by.

Selecting six iconic beauties as the inspirations for “Aada”, Birdhichand Ghanshyamdas Jewellers brought the styles of those ladies with a touch of modern appeal by experimenting with striking colours, patterns and styles.

It was the fashion directions set by Maharani Gayatri Devi, Razia Sultan whose crowning ornaments set a trend, Umrao Jaan’s superb Mughal jewellery, Sita Devi of Kapurthala, Queen Niloufer from Hyderabad and the gorgeous Jodha Bai from Rajasthan that were brought to centre stage.

For the gorgeous Umrao Jaan inspired creations, the section opened with a graceful Kathak dancer as enamelled chokers with round pendants, maang tikkas, Haath Phools, Naths, ear-cum-hair ornaments and Raani Haars on glamorous models appeared on the ramp.

When it came to the beautiful Gayatri Devi collection, pearls were the centre of attraction along with kundan for elegant necklaces with giant paisley pendants. Multi rows of rubies, pear shaped earrings, strings of emeralds surrounded with diamonds and a mix of three rows of pearl/ruby/ diamond necklaces fitted the theme perfectly. Long strands of rubies and diamonds with pearl ends were mesmerizing.

For the Queen Niloufer of Hyderabad collection there were lush dual earrings, gold chandeliers, Kaan Phools, ear cuffs and palm cuffs, which created magic on the ramp. Delicately designed Chandbalis were edged with floral dangles.

The gorgeous Dia Mirza brought the segment to a close looking every inch a regal royal beauty wearing a glittering choker, shoulder dusters and statement rings.

For fierce strong jewellery, the inspiration Razia Sultan brought forth the Kalgi for the turban in variety of designs, gems and precious metals. Jhumkas, giant balis, tasseled long pearl earrings, and pearl/kundan cascading pendants projected an imposing look.

The great maharani Sita Devi of Kapurthala's iconic style was recreated in 3D round pendants, Kaan Phools with tassels, finger cuffs, half-moon pendants, Raani Haars and a mélange of pendants for stunning neck pieces. Tiny jhumkis swayed on long dangles and a diamond encrusted kada revived the beauty of days gone by.

Finally the feminine but strong Jodha Bai from Rajasthan's style had the most sensational sets, comprising nose rings, kadas, tikkas, paisley edged necklaces, flat kundan/ruby Haars, bibs with diamond chokers, pronged bangles and paisley shaped chandeliers.

Ending this impressive section was the very gorgeous Preity Zinta wearing a giant circular motif necklace, bangles, Maatha Patti, cummerbund and huge matching earring and ring.

The gorgeous creations for all the segments were dreamt up by designers Rimple and Harpreet Narula.

The fantastic designing skills of Birdhichand Ghanshyamdas Jewellers were evident in the finely crafted jewellery in gold, diamonds and precious stones making them much desired ornaments amongst the women in the audience.

Taking a bow after a very stunning and ultra-glam show, Yash Agarwal, Creative Director of Birdhichand Ghanshyamdas acknowledged the accolades happily.

When a woman desires to relive her fantasies as royalty, then she needs large doses of “Aadaa” from Birdhichand Ghanshyamdas Jewellers to fulfill her dreams.

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 IJJW**

IJJW 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. IJJW 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.ijjw.org](http://www.ijjw.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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