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Press Release

For Immediate Publication

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Day 3 at IIJW 2015

YOUBE JEWELLERY PRESENTED A MESMERISING COLLECTION OF ORNAMENTS AT INDIA INTERNATIONAL JEWELLERY WEEK 2015 POWERED BY GIA

When the fashion conscious ladies long for eclectic, elegant, intricate jewellery, the name Yoube Jewellery has a unique offering. Headed by Mr Ashok Barmecha and his son Mr Aakash Barmecha, Yoube Jewellery presented the fantastic “Amare” collection at India International Jewellery Week 2015 powered by GIA.

“Amare” was a European romance that offered a grand fusion of Victorian and traditional Indian elements that featured exclusive diamond jewellery. The amazing array of designs as they appeared on the models, revealed classic precise cuts with unique craftsmanship.

Opening the show with handsome dapper Madhur Bhandarkar who strutted on the ramp in a stylish tuxedo with a lapel brooch; the show was set for sophisticated, regal creations that took the audience’s breath away.

Yoube Jewellery’s collection has in the past revolved around elaborate bridal pieces that ranged from necklaces to rings and solitaire strings, Maang Tikkas, Mangalsutras, Gajras, Choodas, tanmaniya sets, Paccheli, Haath Phool, Haaram and baju bands. The brand’s creations for occasion wear have featured kadas, cuffs, bracelets, bangles, chandeliers, hoops, jhumkis, studs, Huggies and cocktail rings.

The “Amare” collection was truly a treasure trove of ornaments that mesmerized the ladies in the audience.

The masterpieces were the superbly crafted innovative shoulder drape-cum-brooch, the curved neck ornaments, the finger/palm cuff and wrist bangle and the armband-cum-wrist/finger drape.

The triangular balis with diamond spheres and the chandeliers with the flowing diamond necklace were great fusion offerings.

Going still more adventurous in the designs, Yoube Jewellery displayed a necktie inspired necklace and a sensational body-shoulder harness in diamonds and pearls.

Making a regal entry to close the show, Bollywood beauty, Aditi Rao Hydari looked magnificent wearing a choker/bib-cum-body harness in pearls/diamonds/emeralds with pear shaped dangles and bubble design cuffs.

The sensuous black gowns which highlighted the jewellery were by designer Kommal Sood.

Taking a bow at the end of the fabulous show to resounding applause from the audience in the packed ballroom with standing room only, Mr Ashok Barmecha, Director and Mr Aakash Barmecha, CEO of Yoube Jewellery took the ramp.

When women want breath-taking jewellery with an East/West fusion story then “Amare” the romantic offering from Yoube Jewellery will thrill them.

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.iiwj.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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