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Press Release

For Immediate Publication

Mumbai, August 6, 2015:

Day 4 at IJW 2015

THE THAI GEM AND JEWELLERY TRADERS ASSOCIATION SHOWCASED THEIR GRAND FINALE COLLECTION AT THE BEST OF THE BEST SHOW TO MARK THE END OF THE VERY EXTRAVAGANT INDIA INTERNATIONAL JEWELLERY WEEK 2015 POWERED BY GIA

The fabulous India International Jewellery Week 2015 powered by GIA came to a glorious end with the dual Grand Finales, which featured the superb collection by the Thai Gem and Jewellery Traders Association as well as the “Best of the Best Show”.

Stylized chandeliers hung from the ceiling of the ballroom at the Hotel Grand Hyatt, and a black and gold artistically patterned ramp was ready for the grand show. The backdrop was a gold and white filigreed vision of beauty with two spiral stairs snaking down from either side. This created a regal ambience for the fabulous “Best of the Best Show” that was the most awaited happening of the India International Jewellery Week 2015 powered by GIA.

Stepping onto the stage Mr Vipul Shah, Chairman, GJEPC thanked the sponsors and all concerned with the successful completion of the 6th edition of the India International Jewellery Week 2015 powered by GIA, which caused excitement in Mumbai for four days that brought the jewellery industry in the country into the global limelight.

Mr. Shah welcomed the Chief Guests Rita Teatota, Commerce Secretary, Ministry of Commerce and Industry Government of India, Paul Rowley, Executive Vice President, DeBeers, Mr. Atul Jogani, Vice President Thai Gem and Jewellery Traders Association, Mr. Sabyasachi Ray,

Executive Director GJEPC, Ms. Nirupa Bhatt, Managing Director India and Middle, GIA and presented a memento to Mr. Siddharth, Director General, GDS & D.

THE THAI GEM AND JEWELLERY TRADERS ASSOCIATION COLLECTION

The Thai Gem and Jewellery Traders Association was founded on 28th December, 1976. The Thai Gem and Jewellery Traders Association has continuously worked to achieve its objective, which is to promote and develop the Thai Gem and Jewellery industry to become an important centre or hub for trade and manufacturing of gems and jewellery in the world.

The fashion show that followed was an extravaganza of 13 gorgeous collections created by KGK India, Jewels with Thai coloured stones. Zaverchand Bhurabhai Jewellery, also from India showed uncut diamond jewellery with coloured stones from Thailand. Thai Jewellery was also displayed by Shilpa Jogani and AG Design.

The show opened with a lacy necklace edged with pearls worn with earrings with ruby drops. The two layered diamond neckpiece, 'V' shaped one with diamonds and emeralds and chandeliers/necklace in yellow diamonds and emeralds completed the look. Gold cord and coloured gems clustered around the neck and on ears. Rows of emeralds were interspersed with glittering pendants. The kundan collar was splashed with romantic rubies and the kundan/ruby choker/dangler with pearl drops was stunning. The "S" shaped diamond centre with coloured stones was paired with pear shaped earrings.

Ending the show was super model Miss India 2011 Kanishtha Dhankar wearing a breathtaking choker with cascades of diamonds and shoulder dusters.

Taking a bow at the end of the fabulous show were Isha Jogani and Kasem Nitasnajarukul, Secretary General, Thai Gem and Jewelry Traders Association.

THE BEST OF THE BEST SHOW

To the melodious crooning by popular singer Benny Dayal whose hits kept the audience tapping their feet; the lovely models moved down the spiral stairs on either side of the stage. From the many gorgeous collections shown during the three days of the India International Jewellery Week 2015, one outstanding piece was selected for the "Best of the Best Show". The 23 awesome entries were masterpieces from the brands and designers that will set a trend in the coming months. Divided into four segments the jewellery caused breathtaking reactions from the audience.

THE BLUE SECTION:

SURYA GOLDS IN ASSOCIATION WITH SWAROVSKI GEMSTONES – Tiara in diamond and pearls with dangles worn with a 3-circular pendants necklace, bangles and ring

INDIAN INSTITUTE OF GEMS AND JEWELLERY, MUMBAI – Giant exotic pendant in centre of flat geometric gold necklace worn with stringy earrings.

DHRUV SINGH PRESENTED BY GJTCl - Strands of three pearls necklace teamed with dangles and bracelet

AUM MONICA KAPUR - Tiered diamond necklace with matching shoulder dusters.

INDIAN INSTITUTE OF GEMS AND JEWELLERY, MUMBAI – Giant one shoulder peacock necklace with Haath Phool and cluster of bracelets

INDIAN INSTITUTE OF GEMS AND JEWELLERY, MUMBAI– Fan shaped ear-cum-head ornament and finger cuff.

THE LILAC SECTION:

ANAND SHAH PRESENTED BY GSI – Gold net bonnet with floral 3D edging and one creeper earring.

AVANTIKA KUMAR AGARWAL PRESENTED BY GJTCl – Rows of rubies and pearl for a long wide shawl inspired necklace with matching armlet and Maang Tikka.

AAKS JEWELS – Egyptian fan shaped asymmetric necklace in gold/ emeralds with matching earrings and ring.

INDIAN INSTITUTE OF GEMS AND JEWELLERY, DELHI – curved twisted tasselled Necklace of pearls and emeralds worn with tasselled ring.

GITANJALI GROUP – Delicate pearls and diamonds cascading necklace and matching earrings

THE GREEN PASTELS SECTION:

INDIAN INSTITUTE OF GEMS AND JEWELLERY, DELHI – Neck to navel large asymmetric abstract necklace in coloured Druzy stones with earrings and ring.

GEM PLAZA FOR JAS IN ASSOCIATION WITH MALCA-AMIT JK – Diamond/emerald necklace and earrings.

JEWELS BY PREETI – Maatha Patti, emerald/gold bead Haar with asymmetric Pendant and Haath Phool

DIOSA BY DARSHAN DAVE IN ASSOCIATION WITH SWAROVSKI GEMSTONES – Diamond tiara with matching diamond danglers

THE RED SECTION:

GITANJALI GROUP – Polki ‘V’ shaped bib with centre ruby and matching earrings.

KOTHARI JEWELS – Diamond/Pearl Raani Haar, earrings, bangles, head ornament and cuff.

YOUBE JEWELLERS – Neck and body harness with shoulder dusters, ring and bangles

GDK JEWELS – Diamond necklace with matching danglers and bracelet

TANISHQ – Temple jewellery comprising Raani Haar, choker, earrings, kada and Maang Tikka

SUNIL JEWELLERS – Diamond choker and Raani Haar with Chandbalis, ring-cum-bracelet.

SHOBHA SHRINGAR JEWELLERS – Pearl and Polki Raani Haar with pearls, large Chandbalis and gold Hasli.

As the lights dimmed and the music reached a crescendo, the doors in the centre of the stage opened and the beautiful Sonam Kapoor, brand ambassador, of IJW emerged wearing the most exotic jewels from **BIRDHICHAND GHANSHYAMDAS JEWELLERS** – Giant Jhumkhis, in pearl and polkis with Haath Phool, Kada and cocktail ring. Sonam looked sensational wearing a gorgeous lilac paneled floor sweeping tulle lehenga with intricate thread and sequins embroidery, coupled with a silk choli and a dusty pink sheer tulle dupatta, enhanced with delicate sequins and pearls splattered all over. The sensational outfit was created especially for the show by the

top internationally renowned designers Shyamal and Bhumika, who also designed the clothes for the “Best of the Best Show”.

At the end of the show, the participants of the India International Jewellery Week 2015 were thanked by Sanjay Kothari, Convener IIJW, for making the event a great success.

The India International Jewellery Week 2016 is now all set to get bigger and move to other cities of India and the world in the future. With this extravaganza turning into such a roaring success, this is going to definitely happen in the future.

GJEPC’s India International Jewelry Week 2015 powered by GIA

IIJW 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, IIJW has evolved as the most creative, intricate, and artistic design platform for the jewelry design talent in India. IIJW 2015 will also present designers from Thailand this year, who will showcase exclusive Jewellery from Thailand.”

Sanjay Kothari, IIJW said “IIJW 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 IIJW 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. 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.

About #fame

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