

AMRAPALI PRESENTED ONE OF THE MOST STUNNING TRADITIONAL COLLECTIONS ON THE RAMP AT THE INDIA INTERNATIONAL WEEK 2011

The name Amrapali spells beauty and grandeur in the jewellery world and the vision of Rajesh Ajmera and Rajiv Arora has turned the brand into a global trend setter coveted by Hollywood and Bollywood beauties.

Presenting traditional yet unconventional jewellery at the India International Jewellery Week 2011, Amrapali had a line of the most gorgeous hand crafted pieces which have been owned by international celebs from around the world.

The Best of Amrapali jewellery line featured kundan and polki that dazzled on the precious metal as tribal and Mughal designs came to life on the catwalk. Featuring three collections – silver, Art Deco and gold with Jadau work the show was a mindboggling line of precious metal and gems in shades of brown red orange and subtle tones.

Long cascading silver necklaces studded with precious stones, 3D cuffs, anklets, giant triple pendants for neck pieces, multi turquoise and jade cummerbunds, and ornate collars, Haath

Phools - the list was endless and revealed the rich touches of Indian craftsmen.

Some of the other stunners were the giant chain necklace, another with maxi beads that touched the navel, while the uncut diamonds, rubies and emeralds dazzled on the ramp for pronged Rani Haars, and kundan and pearl maxi necklaces twinkled under the ramp lights. Amazing cuffs in gold stretched from the wrist to the elbow with intricate designs, and traditional temple necklaces were teamed with detailed ornaments for long plaits and coiffured hair. Anklets tinkled on the feet and rings glittered on fingers and the collection comprised pieces that one can only dream of.

The creativity and beauty of the collection could only be described in one word – Opulent - that is rarely seen on the catwalk.

The clothes created by designer Masaba Gupta in shades of red, black, white and grey matched the style and design of the jewellery perfectly as the designer had stayed away from her signature prints and embroidery and allowed the jewellery to be the cynosure of all eyes.

Show stopper Kangana Ranaut Bollywood's glamorous versatile star was a vision of beauty in a black, red and gold gown by Masaba and wearing a truly majestic trio of uncut diamond sets with Jadau jewellery, earrings, hair ornaments, armlets, rings and belt.

For glitz glamour and jewelled beauty the Amrapali show dazzled the packed ballroom of the Grand Hyatt Hotel as exclusive one-of-kind traditional jewellery mesmerised the audience.

ILLUSTRIOUS PARTNERS OF IIJW:

The IIJW has partnered with some of the best names in the jewellery business. Supported by PC Jewellers , Tourism of India , Swarovski Elements , Birdhichand Ghanshyamdas Jewellers. NDTV Goodtimes, Zoom, Kingfisher, Zoom TV ,Harpers Bazaar, RED FM and Jashn

THE DESIGNER TOUCH:

Top designers like Queenie Dhondy, Gitanjali Lifestyle, Amrapali, Tanishq, Birdhichand Ghanshyamdas, Alpana Gujral's Aloha will showcase exquisite jewellery collections. Other top brands that will showcase most innovative lines are Laxmi Jewellers, CKC, Rosily Paul, Golecha Jewellers, Eekani, Sangam Chains, Kashi Jewellers, and Sawansukha Jewellers, Dipti Amisha line by Dipti Zaveri , Manubhai Gems Pvt. Ltd , Dwarakadas Chandumal Jewellers ,Gehna Jewellery , Designers from International Gemological Institute, Scintillating

Jewellery led by Dhaval Shah , YS 18, Kashi Jewellers , Kays Jewels, Jewels Emporium , Johara ,CVM Exports,Surana Gems and Jewellery ,Sawansukha Jewellers Pvt. Ltd , C. Krishniah Chetty & Sons Pvt and Monica Kapur.

About GJEPC:



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