

**C KRISHNIAH CHETTY AND SONS PRESENTED**  
**A DAZZLING MEMORABLE DUAL COLLECTIONS AT THE INDIA**  
**INTERNATONAL JEWELLERY WEEK 2011**

From catering to the Maharajas and the British Rulers, the 140 year old C Krishniah Chetty and Sons Company, displayed an absolutely memorable collections at the India International Jewellery Week 2011.

From expert craftsmanship to design and style, the company's name in the creation of jewellery with diamonds, gold and silver has been well known. Creators of trophies, medals, shields, caskets, swords, tiaras to gorgeous gold and diamond pendants with the Ghand Berunda (double headed eagle) the company has shown its creative talents over the years .

Tradition came to life on the ramp through the designs of C Krishniah Chetty and Sons. The red drapes and chandelier on the stage and the matching catwalk set the mood for the presentation.

Opening the show in the traditional version with fabulous temple and bridal jewellery which set the ramp aflame with its beauty; the company had Jhumkas, Temple Maang Tikkas and the Nag Choti in gold. Uncut rubies and Basra pearls for opulent necklaces, rudraksh with gold traditional neck pieces, and gorgeous cummerbunds all spoke of an era long gone as they appeared on the ramp in quick succession.

The bride in all red and gold lehenga and choli was resplendent in a trio of traditional bridal necklaces, Tikkas, bangles and rings.

For the cocktail section the old world charm of the 60s came alive in the sultry black and red minis for beautifully crafted diamond, ruby and emerald jewellery with minute shimmer and lacy designs. The graduating strands of diamantes, the diamond and tanzanite dazzler on the neck, the snaking diamond neck piece and the three strands shoulder dusters for ears told a magnificent ornate story.

Emeralds and diamonds alternated in lines around the shoulder while bangles and the magnificent gold braided long thick chain were breathtaking. The final turquoise gown for the finale was teamed with the most amazing emerald; ruby and diamond set that proved the mastery of C Krishniah Chetty and Sons over traditional as well as western jewellery.

The fabulous creations of designer Ken Ferns added to the charm of the jewellery as the lovely saris, lehenga cholis, sheer kurtas and sassy minis in black and red set the mood for the show.

For sheer ultra craftsmanship and chic ethnic and contemporary jewellery, C Krishniah Chetty and Sons proved with their dual collections that their expertise is unsurpassed.

### **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:**

The Gem & Jewellery Export Promotion Council is an all - India apex body for Gem & Jewellery representing 5,500 members. Set up in 1966, it operates under the supervision of the Ministry of Commerce & Industry, Government of India.

