

## **EEKANI JEWELS MADE AN ENCHANTING IMPACT ON THE RAMP WITH SUPERB ORNAMENTS AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2011**

Eekani Jewels is the brainchild of the very talented Khyati Dani and Tarun Jethanandani who displayed a line of the most exotic jewellery at the India International Jewellery Week 2011.

Khyati's creative talents and her love for diamonds and jewellery came alive on the catwalk as models glided down in the elegant customised and very affordable diamonds, pearls and coloured stones pieces.

The designs had a marked Indo-western touch with Khyati's inspirations ranging from nature to geometric patterns and the traditional Raangoli designs. Tarun an expert diamond sorter handles the business and between the husband and wife pair the collection was a glorious sight to behold.

Presenting a Yin and Yang collection with diamonds and pearls in white, yellow and black the gems played a beautiful melody on the catwalk. Strands of pearls with sparkling imposing pearl pendants, double leaf earrings encrusted with diamonds, wrap around chokers with gleaming sapphires, glittering U shaped neckpieces with imposing ruby centre, bell shaped earrings with giant pearl drops, cuffs, bracelets and rings, were a treasure box of jewels that stunned the audience.

The gorgeous white gowns which glided down the ramp were designs by Kanwaljit Singh and the students of Istituti Callegari that created the perfect background for the jewellery.

Stopping the show was the sexy Bollywood actor Nargis Farai bedecked in long strands of pearls interspersed with multicoloured diamond pendants, teamed with earrings, rings and bracelets.

For jewellery which is outstanding in its beauty and style then the Eekani Jewels collections will give the fashionistas the perfect option.

### **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 , Swaroski 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.