

**STARS AND CELEBS DESCENDED ON THE RAMP AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2011 FOR A SENSATIONAL OPENING SHOW BY JEWEL SOUK PRESENTING GITANJALI BETI FEATURING COLLECTIONS BY QUEENIE FOR GIANTTI, NIZAM AND ENVI**

It was one of the most memorable events seen in Mumbai as Jewel Souk presented the Gitanjali Beti with Queenie for Giantti, Nizam and Envi at the opening show of the India International Jewellery Week 2011.

Supporting the Beti campaign against Female Feoticide launched by Anu Ranjan co-publisher of GR8 and President of the Indian Television Academy and supported by the United Nations Population Fund (UNFPA); the Gitanjali Group's extravaganza was a glittering parade of TV, film and corporate celebrities who walked the ramp wearing the exquisite designs by Queenie for Giantti which had a dazzling array of jewellery with stunning diamonds and coloured stones.

The Nizam collection recreated the regal drama of centuries gone by and Envi was a line of superbly crafted jewellery with emeralds giving an opulent look.

The brand ambassador of the India International Jewellery Week 2011, Sonam Kapoor wore the most gorgeous jewellery as she graced the occasion with her elegant presence.

The show opened with a beautiful AV presenting the Gitanjali Group collection to the background hit song Jai Ho by A R Rehman.

Miss India World 2011 Kanishtha Dhankhar pledged her support to the cause of Female foeticide at the show which had 40 glamorous creations by Neeta Lulla and Pria Kataaria Puri.

Wearing the stunning creations of Pria Kataaria Puri's Marrekesh collection and to the strains of Sufi Singer Kavita Seth the show started with B Nagesh of Shoppers' Stop with daughters Pooja and Pallavi, star Riya Sen, TV star Deepshika, Soha Ali Khan, Rohit Roy, Suchita Krishnamurthy, amongst others. Finally Pria Kataari Puri and her daughter walked to thundering applause.

For the Neeta Lulla section it was popular singer Raageshwari and father Trilok Loomba who sang from their Sufi album while Avika Gor star of TV hit Balika Vadhu took the ramp. The star studded parade included Smita Bansal, Aashka Goradia, Hina, Mahi Vij and many more with their respective mothers. Neeta Lulla and daughter Nishka got a rousing applause while Bipasha Basu and her glamorous mother Mamta were the finale of the great show.

The Jewel Souk show with Gitanjali Beti was undoubtedly the most amazing opening that any show had ever had and will be the talk of the town for months to come.

### **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.