

## **GEHNA JEWELLERS KNOWN AS THE SPARKLING MOUNT IN THE CROWN PRESENTED A BREATHTAKING RANGE AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2011**

The Gehna Jewellers brand launched in 2010 had a wonderful glittering display of exotic diamond jewellery at The India International Jewellery Week 2011.

Bringing together a mix of traditional motifs with contemporary designs, the collection had a variety of ornaments for all occasions.

From diamond bangles, bracelets, fabulous glittering sets to some classic platinum designs for evening wear, Gehna Jewellers showed a versatile line of jewellery. With 25 years of experience behind him, the brand's director, Sunil Datwani, displayed the line of ornaments which was opulence personified.

The show proved that diamonds are a girl's best friend as the famous song sung by Marilyn Monroe from the hit film Gentlemen Prefer Blondes played in the background; as model Sonal Rawat glided down in a scarlet red gown with diamonds covering her neck, fingers and ears all designed in amazing forms.

Soon it was a line up of intricately draped black jersey gowns by designer James Ferreira that highlighted the gorgeous jewellery

on the models. Swirling motifs for glittering diamond neckpieces, multi pendants for emerald and diamond chokers, collars with single pearl drops in the centre or dangling tantalising from glittering earrings and wide collars - it was a story of how wonderful and desirable diamonds can look whether it is for western designs or the lovely ethnic Indian visions.

The cummerbunds, bangles and rings with rubies, emeralds and diamonds became eye catchers on the ramp while the V shaped neck ornaments, the long dangles with glittering jewels, the latticed bangles which Gehna Jewellers offered where all amazing treasures to cherish for life.

Ending the show with the traditional western bride in an all white flowing gown, Angela Johnson the beauty who has been making waves on the fashion scene serenely glided in wearing a six strand diamond necklace, cuffs, ring, earrings and a majestic tiara.

Gehna Jewellers' creations with gorgeous diamonds, rubies, emeralds and pearls will surely turn into heirlooms for the ladies who covet them wherever they are.

### **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.