

## **MONICA KAPUR, AWARD WINNING DESIGNER SHOWED HER FABULOUS AUM MONICA KAPUR LABEL COLLECTION AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2011**

Highly trained and talented multi award winner jewellery designer, Monica Kapur gave a mesmerising display of jewellery at the India International Jewellery Week 2011.

Her label “AUM MONICA KAPUR” featured ornaments that were not only elegantly sophisticated but trendy with classic designs and styles.

Coloured stones, diamonds and pearls with gold were crafted into delicate floral and leafy designs. Lacy earrings and fragile necklaces, the C shaped slender chain that snaked around the neck, the bauble shaped neckpieces, and rubies highlighted earrings. At times twisted floral necklaces seductively curled around which Monica had innovatively designed for the 21<sup>st</sup> century dresser.

Shoulder dusters were elegant while entwined necklaces and clusters of black pearls flowed down the models neck to end as dreamy neckpieces; while strands of emeralds looped around the shoulders and the occasional Haath Phool were interesting additions.

Going briefly traditional Monica showed her version of traditional bridal wear with long intricate necklaces classic earrings and rings.

Catering to the formal wear section Monica's beautifully crafted jewellery was balanced with the fluid and flowing gowns by Asif Merchant who worked on an old rose and white colour scheme.

To add a surprise element to the show it was TV star Manish Goyal who stopped the show as he confidently strutted down the catwalk looking very dapper in a black suit with a sparkling lapel cum tie pin attached to the jacket.

Aimed at the modern Indian woman Monica Kapur displayed timeless pieces in a contemporary style that will appeal to the most fastidious wearer.

### **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.