

SANGAM CHAINS SHOWED AN AMAZING DIVERSE JEWELLERY AND GOLD GARMENTS COLLECTION AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2011

The name Sangam Chains has been synonymous with a varied line of chains, jewellery and even gold garments. Winners of multiple awards for several years, the Sangam Chains and garments collection at the India International Jewellery Week 2011 was a delight to behold.

Known for their spider and featherlite chains, bubble bangles, laser cut light weight jewellery, the company has also experimented with materials like coffee beans for earrings, natural seeds for rings, rhodium necklaces, wood and leather cuffs and cufflinks with old coins.

Presenting the show in three segments, Sangam Chains revealed their versatility with jewellery as well as garments which they are experts at.

Slender multi chains which were fluid or rigid circled the necks of the models - some with tiny pendants. The garments created by Arati Vijay Gupta had swirling panelled sheer kurtis for this look which balanced the beauty of the fragile jewellery.

Onto a more traditional look but with some amazing garments in gold mesh like the halter mini and midi tunics and the magnificent Rani Haars, chokers, kadas and jhumkas teamed with ornate saris, the brand showed a look that was pure magic on the ramp.

Going for the western offering the sparkling diamonds and gold jewellery in the third segment had wide spread collars, medallions with chokers, cuffs, mesh and diamond neck pieces and multi pronged diamond and gold sets that circled the neck.

Stopping the show was the lovely Bollywood star Geeta Basra wearing the most stunning bridal necklace, Rani Haar, jhumkas and rings teamed with a red velvet floor length coat and net lehenga.

For women who want more than just ornaments in gold and precious stones but also garments that will make them the centre of attention; then Sangam Chains have that ultra collection that will be a treasure to own.

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.