

TANISHQ THE GLOBALLY RENOWNED BRAND CLOSED THE FIRST DAY AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2011 WITH A GLAMOROUS ROYAL LINE OF GLITTERING JEWELLERY

For faultless finish and the innovation in jewellery design the Tanishq brand ensures its leadership. Presenting a glittering jewellery collection at the India International Jewellery Week 2011, Tanishq revealed its expertise in design and style with gold, diamonds and precious stones.

Using the most state of the art techniques, the brand presented the skills of Indian craftsmen in enamelling, filigree, granulation, nakkashi (Repousse) and kundan work. The collection had a myriad design options for women who desire the best in jewellery selections inspired by royal times of eras gone by.

The collection called Jewels of Falaknuma was inspired by the Nizams of the past. The jewellery's beauty was heightened with rose cut diamonds, Burmese rubies, emeralds, and Basra pearls. Using motifs like the crescent moon and the lotus the affluence of the royal families came alive in the jewellery in a more fusion style.

The eye catchers of the show were the filigree diamond, ruby choker, the rice pearls multi strands necklace with impressive pendant, the arch shaped diamond piece and the Christmas tree tiered earrings. Slim delicate bangles dazzled on the wrists of the models; while the softly flowing lacy necklaces glittered under the ramp lights. Chandelier earrings and Basra pearls as arresting drops on edges of pieces with a mix of precious stones were in perfect harmony for the collection.

Designer Sonya Vajifdar's modern royalty collection of 16 ethnic wear featuring kurtas, Raja coats and sherwanis worn with slim churidars in dupions, cotton and raw silk with velvet piping in shades of teal, midnight blue and grey balanced the beauty of the white gold jewellery studded with rubies and emeralds by Tanishq. The turbans and extended shoulders for the draped creations added to the beauty of the jewellery.

For classic traditional glamour that exudes a touch of the contemporary era - the Jewels of Falaknuma by Tanishq is a collection which will have many takers amongst the lovers of fine ornaments.

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.