

GOLECHA'S JEWELS PRESENTED THE BEAUTIFUL CREATIVE COLLECTION OF VIJAY AND SANDEEP GOLECHA AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2011

Writer, poet, singer, jewellery designer, spiritual follower – the achievements of Vijay Golecha of Golecha Jewels are endless and his collection designed along with Sandeep at the India International Jewellery Week 2011 was as amazing and versatile as his talents.

Presenting a line of gorgeous jewellery, Vijay and Sandeep used the diamonds and precious metals in all their glittering glory to create historic timeless pieces that were often featured in films like Umrao Jaan and for many Bollywood weddings.

Giving the audience a taste of pure royalty in traditional jewellery all the way, the pieces were created from the most opulent uncut rubies, emeralds, diamonds and giant Basra pearls. Size that boggled the mind was the main stay of every necklace, earrings, bracelets and pendants. So large and magnificent were the stones that they left the audience breathless with their beauty. The kundan and enamel work added to the grandeur of the amazing sets and added to the regal look.

In the first section necklaces, earrings, armlets, wide cuffs, and a peacock shaped brooch with an enormous natural pearl centre evoked pure historic grandeur.

For the second section which featured collections that will appeal to the fusion dresser, there was a mix of giant stones for the neck pieces; while tasselled rubies, pearls and emeralds earrings, Haath Phools and armlets gave an interesting option to the brides' collection.

The highlight of the show was the appearance of the three winners from the I Am She Miss India Contest 2011, organised by Sushmita Sen. Vasuki Sunkavalli Miss India Universe, Parul Duggal Miss India International and Tanvi Singla Miss Asia Pacific modelled the beautiful tiaras, crown and pearl drop and diamond earrings specially designed by Golecha's Jewels.

To match the imperial beauty of the jewellery, designer Archana Kochhar's muted beige net saris and lehenga cholis were a perfect match.

For women who want opulence and desire to make an ultra impact with their jewellery; Golecha's Jewels' regal collection of traditional and contemporary jewellery is the perfect option.

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,



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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.