

## **JOHARA JEWELS BY DIVYA K AHUJA CREATED A PARISIAN FANATASY WITH JEWELLERY AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2011**

Johara Jewels spells luxurious couture jewellery with each handcrafted piece. The collection presented by Divya K Ahuja, a graduate from the Gemological Institute of America was created from 24K and 18K yellow and rose gold as well as sterling silver for the India International Jewellery Week 2011.

Her inspirations were the beauty of Indian mythology and the wonderful stories of ancient India. Each piece of ornament was a beautiful tale that will evoke indulgence and desire in any woman.

Calling her collection “Parisian Couture” Divya recreated the glamour of a sophisticated night in Paris with her ultra sensuous and gorgeous jewellery. With diamonds as the basis of her collection, Divya splashed the designs with the most amazing giant pearls, rubies and emeralds.

The stunning pieces included the rigid heart shaped necklace with a matching kada, the long triangular emerald necklace, the imposing neckpiece which glided down the neck and the moulded gold diamond piece.

Adding to the French story were the lacy tubular earrings, the wide hoops ornate with diamonds, the giant tear drop earrings and the artistic geometric entry which circled around the model’s neck. The triple collar choker with emeralds was another breathtaking entry along with the multi triangle version.

Walking down the ramp to end the show was the latest hot Bollywood favourite, Zarine Khan in a black gown decked in a giant lacy choker, earrings, rings and bracelet all topped with show stopping rubies.

The sexy red draped and moulded jersey gowns dreamt up by designer Lascelles Symons added that perfect touch to the collection.

For couture jewellery, Divya K Ahuja had a sensational presentation which will make a show stopping entry at any occasion for women around the globe.

### **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.