

THE BEAUTIFUL BOLLYWOOD STAR KALKI KOCHELIN ROCKED ON THE RAMP DURING THE KAYS JEWELS PVT LTD STUNNING BRIDAL AND HERITAGE PRESENTATION AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2011

Kays Jewels Pvt. Ltd started in 1979 an ISO 9001-2008 certified company by JAS-ANZ presented the most exquisite line of bridal and heritage collection at the Indian International Jewellery Week 2011.

Winners of several export and quality awards, Kays Jewels Pvt. Ltd proved its excellence with the gorgeous ornaments on the ramp. The combination of the traditional with the modern saw the emergence of a contemporary Rani Haar, while inspirations from the Maharaja of Patiala choker sets from the Cartier collections gave a new look to the beauty of the necklaces as rubies, emeralds, diamonds and kundan came together for glittering pieces.

Necklaces were in myriad designs which ranged from horse shoe shapes draped with leaf design to tiny kundan chokers, the three coloured entwined circular one, to the traditional pendant with rubies. The waterfall of vertical diamond streamers, the ornate intricate garden of leaves neck piece, the superb twisted peacock shimmering with gems and the many Rani Haars in various permutations and combinations gave bridal jewellery umpteen options.

Kaan Phools or traditional jhumkas, glittering collars, flat impressive chokers with rubies and emeralds moved to modern draped pieces.

The pearls sections had the gorgeous Basra variety in triple strands for an unconventional bridal set; while the emerald tipped prongs neckpiece and the five strands diamond Rani Haar with pearl edges were sensational entries on the catwalk.

When it came to the show stopper, Kays Jewels could not have chosen a better beauty than the very vivacious star of Dev D, Zindagi Na Mile Dobara and Shaitan, “Senorita” Kalki Kochelin who lit up the ramp with her energetic dancing and personality.

The fabulous ethereal white chikankari saris were created specially by Jashn to match the spectacular but serene beauty of the fabulous bridal jewellery.

For women who are taking that important walk down the aisle or the seven Pheras, then Kays Jewels gives them collections that they will cherish for the rest of their lives

### **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.