

SCINTILLATING JEWELLERY AND SHOWSTOPPER DREAM GIRL HEMA MALINI CAUSED A SENSATION AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2011

With five decades of experience, the Scintillating Jewellery brand by Dhanraj Dhadda Group has earned an impressive niche for the best Diamond Vivaha Jewellery name.

The brand's gorgeous collection at the India International Jewellery Week 2011 was a stunning line of varied ornaments that ranged from bridal sets, necklaces, pendants, earrings, and rings to bracelets and special items like Gajra Hath phool.

The creative treatment given to the jewellery sets was breathtaking. Using white and yellow gold there were floral rigid pieces, the S shaped necklace with pearl bangles, the cross over diamond one, the wrap around peacock-inspired option and the single plait giant loop beauty.

The peacock proved a favourite for the moulded necklaces, while the filigree cuffs and the sparkling kadas, pear shaped earrings for the bridal set, the scalloped emerald and diamond necklace and the three rows of fine diamonds and bangles were what brides always dream of.

Each piece was a vision of beauty as chokers with flowing lace design, the roll collar with multi circles, the looped dual diamond and emerald necklace and the coiled version were amazing.

Bringing in the stunning trellis necklace and the finely crafted cobra design with a giant emerald for the hood, Scintillating Jewellery outdid its designing skills.

Maang Tikkas, rings, armlets, Haath Phools and hair ornaments were all added to complete the bridal offering.

Stopping the show with her very elegant and regal presence was Dream Girl Hema Malini as she glided down the ramp wearing an absolutely gorgeous

diamond choker with glittering streams running down the neck, armlet, bangles, Haath phool and earrings.

The gorgeous creations that matched the jewellery were a line of bridal saris and lehenga cholis designed by top designer Nisha Sagar.

When it comes to bridal jewellery which will make the lady's wedding day one of the most memorable in her life, then Scintillating Jewellery offers remarkable Vivaha options to 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 , 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.