

## **AGNI CZ GOLD JEWELS GAVE AN INNOVATIVE DESIGN DIRECTION IN ASSOCIATION WITH SWAROVSKI AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2011**

Agni CZ Gold Jewels association with Swarovski made a strong fashionable design statement on the ramp at the India International Jewellery week 2011 with its fabulous pieces. One of the pioneers in the CZ gold jewels category in the country, the collection was a line of amazing designs which will be within the reach of every woman.

The show opened with an energetic and pulsating dance number by four dancers to set the mood for the entry of Yuvika Chaudhary star of Naughty at 40 wearing the beautiful jewellery called The Mughal specially created by Agni CZ with 18 K gold and Swarovski components. The Mughal is a miniature replica of Noor Jehan's balcony with two peacocks on either side and tied with a bronze silk tassel.

The collection in gold and diamonds featured a line of jewellery which will appeal to the modern woman. From morning to night and through her busy days at work there was something that the women of today can pick from Agni CZ. From pretty discreet elegant earrings and rings to the lovely formal chains with sparkling pendants in geometric and paisley designs the matching bangles, rings, cummerbunds and earrings were ideal for all occasions.

A striking line of celebs also walked the ramp for the brand as Shibhani Dandekar, appeared wearing two strands of pearls draped from one shoulder. Zoya Morani was petite and pretty sporting a diamond set; while the husband and wife pair Rakesh and Riddhi Bapat along with

Samrudhi all popular TV stars displayed jewellery that could be ideal for both sexes.

The finale of the show was of course reserved for the face of Agni CZ, brand ambassador, beautiful Amrita Rao who gracefully took the ramp wearing The Floral Fantasy necklace – a 3D piece in 18K gold with Swarovski components which is anchored with a luxurious silk scarf. The piece inspired by Mother Nature was in shades of green, violet, orchid and pink.

Minali Jagtap the creative designer of the beautiful collection proved her skills with the precious metal and gems as she dreamt up beautiful jewels.

For jewellery that will be an ideal accessory option for any woman the Agni CZ collection will be the first choice.

### **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, Alpna 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.