

## **DWARKADAS CHANDUMAL JEWELLERS DISPLAYED THEIR LATEST EYE-CATCHING BRIDAL COLLECTION FOR THE COMING SEASON AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2011**

The 48 years old Dwarkadas Chandumal Jewellers Company has been creating the most beautiful collections for the Indian women. The jewellery at the India International Jewellery Week 2011 was a study in intricate expert craftsmanship which was a magnificent sight to behold on the ramp.

Designed for the bride who wants something that will make her the cynosure of all eyes, the collection of earrings which opened the show were in shapes that ranged from rectangle, swinging trellis versions, giant lacy paisleys to pear shaped beauties, looped hoops and giant tear drops with gorgeous ruby insets.

To the strains of stirring songs by top singer Shibani Kashyap, the show continued with splendid bridal sets. Rows of gold beads with chokers, ruby detailing for Rani Haar, polkis with emerald edging, wide collars with impressive emerald pendants and the 3D diamond moulded beauty with a giant ruby were some more show stealers.

Cuffs were either delicately detailed or had clasps highlighted with giant emeralds, chokers spread into prongs with giant precious stones, while beautiful bell shaped earrings dangled tantalizingly on the ear lobes

One of the major highlights of the show was the shirt collar inspired tiered necklace and earrings and the baguette emeralds in a thick moulded piece as well as the stupendous rose cut bridal Haar.

Closing the show with her regal presence was the stunning Bollywood star, Zarine Khan wearing the piece de resistance of the collection – a wide cascading diamond and blue sapphire set with matching earrings, rings and bracelets.

The elegant and stunning creations worn with the jewellery were created by ace designer, Archana Kochher who dreamt up minis, saris, bridal wear ending with sultry gowns in red and black

For jewellery that spells ultra glamour in designs that defy the senses, the Dwarkadas Chandumal bridal collection is the one for the most important day in woman's life.

### **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.