

## **GEMOLOGICAL INSTITUTE OF AMERICA INDIA PRESENTED THE FABULOUS COLLECTIONS OF FOUR TALENTED GRADUATES AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2011**

The Gemological Institute of America (GIA) India presented the gorgeous collections of its four graduates at the India International Jewellery Week 2011. Established in 1931 the GIA is the creator of the 4 Cs (colour, clarity, cut and carat weight) and is considered the Harvard of the gem and jewellery industry offering world class training. GIA India's curriculum translates the latest gem research into practical, hands-on skills gem professionals use every day. The four collections had their individual creative touches that thrilled the audience and delighted the buyers.

### **MUSKAAN PARIKH**

With her brand Muskaan Exquisite Jewels, the designer gave an impressive direction to jewellery designs. Skilled craftsmanship was visible in each piece with intricate detailing. Playing with a selection of diamonds, emeralds, and rubies, the five pieces had an impressive baguette ruby centred with strands of diamonds, rows of pearls were broken with an off-centre diamond piece, while five strands of emeralds with a pendant was teamed with matching ring and bracelet. Here was a diverse selection of jewellery that women will enjoy wearing.

### **NIYATI MEHTA**

Surrounded by jewellery from childhood, Niyati Mehta's love for the craft had many inspirations like nature, architecture, art and loved ones. Combining beauty and her creativity the collection was a vision of style and elegance.

The presentation opened with a fountain of graduating circles with a pearl drop for a daring necklace. Soon it was a molded diamond neck piece, a floral pendant in shades of pink and white diamonds, a striking onyx strand with a double circle diamond centre and an emerald strand choker with ruby drops.

Here was a collection with clever use of precious metal and gems.

### **JAYA BHANDARI**

This Indore based designer presented the beauty ad grandeur of nature with her intricate designs. One of kind pieces, the jewellery was a dream collection for any woman.

Making an impact with a two strand rudraksh necklace with a giant oval pendant with pearls and ruby, Jaya had double loop earrings with a floral burst matched with clusters of rubies for a ring, a three strands pearls necklace with side pendant and a giant pearls necklace with an engraved gold shield centre. Unusual and unconventional is how the jewellery could only be described.

### **NEHAL SHAH**

The signature line by Nehal Shah showed her mastery over diamonds and handmade polki and jadtar jewellery. Using the rich heritage of India Nehal's jewellery was infused with a contemporary touch and an exclusive edgy feel.

The polki necklaces were impressive with a V shaped piece and matching earrings, while the draped version glittered under the ramp lights with gold. It was a beautiful fan shaped pendant edged with pearls neck piece that was outstanding; while the multi circle double hoop gold earrings showed a more avant garde style direction.

The all black collection of garments ranging from sheer saris with tonal glitter to long sultry gowns; were beautifully created by Kanwaljit Singh along with the students of Istituti Callegari.

The GIA show was a great indication that the four talented graduates will definitely be the stars of the future in the jewellery business.

### **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.