

## **JEWELS EMPORIUM CREATED MAGIC ON THE RAMP WITH THE PEACOCK COLLECTION AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2011**

With a history of great craftsmanship since 1841, Jewels Emporium has created luxurious ornaments of stunning beauty. “The Romance of the Peacock - Emperor of Monsoon” collection at the India International Jewellery Week 2011 show was a magnificent line of gold and gems along with the intricate craft of French enamelling in more than 350 different shades featuring Basse Taille, Champleve and Plique-a-jour.

Presenting the peacock inspiration in five collections called Lotus, Floral, Heirloom, Contemporary and Music to My Ears, the colours of the majestic peacock’s feathers like blue, orange, green and gold appeared to highlight the ornaments.

Opening the show with a jugalbandi between Jitu Shanker on the tablas and son Piyush on the drums against flutist Gerrad Wood, the mood of the show was set to match the theme.

The peacock inspiration appeared in glorious forms on amazing Rani Haars with precious stones or carved on enormous rubies for necklaces and earrings. Armlets glittered under the ramp lights, the magnificent rings were imposing, while strands of swinging uncut diamond strands, Haath Phool rings and twinkling toe rings gave the jewellery the great style statement.

The use of unconventional stones like coral, tourmalines, citrines and ambers combined with gold for enamelled peacock pendants, a mix of floral motifs and peacock fusion cascades down the necks, the pearls with large mother of pearls medallion and rows of rubies were stunning pieces of craftsmanship.

The great mix of tradition and contemporary design was so seamlessly executed for the ornaments that the pieces could turn into timeless treasures.

Creating one of kind exclusive jewellery, the memorable Romance of the Peacock collection at the Jewels Emporium show came alive in all its glory on the catwalk.

### **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.