

MANUBHAI GEMS PRESENTED UTSAVI - A DRAMATIC FESTIVE BRIDAL JEWELLERY LINE AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2011

Utsavi or Dream Girl was the glamorous name of the festive bridal collection of jewellery presented by Manubhai Gems at the India International Jewellery Week 2011. Steeped in beauty and covered in a creative aura of design, the Utsavi range had the intricate detailing and richness of diamonds and pearls all studded onto gold.

The mehndi inspired designs will gladden the heart of any Indian brides as the trellised luxurious necklaces, pearls imbedded in layers of gold, the three scalloped polki creations, the shoulder dusters with chandelier shapes and the triple circular flat neck pieces were grandiose bridal jewellery.

Added to the collection were the V shaped three tiered diamond and emerald inset beauty for the neck, while ruby chains held the polki chokers in place. Shades of yellow topaz with white pearls with gold gave the necklace a stunning impact, while the many Rani Haars were often teamed with equally grand chokers. Necklaces were entwined at the shoulders and ended in sparkling peaks edged with pearls and the triple circular flat necklace was an unconventional bridal offering.

Creating the mood of the festive season was singer Shruti Pathak who regaled the audience with some soul stirring songs as the models sashayed down the ramp wearing the beautiful ethnic and western creations of the very talented designer, Karan Berry of AKA Designs.

The final entry was the Manubhai and Sons brand ambassador, the very beautiful Bidita Bag looking utterly resplendent in a polki embellished elaborate wide necklace yoke spread over her shoulders with Maang Tikka, bracelet and rings.

When it comes to describing the Manubhai and Sons Utsavi Bridal collection it has to be Absolute Opulence for this very stunning presentation whose jewellery will be treasured for centuries by the women who own it.

ILLUSTRIOUS PARTNERS OF IJW:

The IJW 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.