

THE INDIA INTERNATIONAL JEWELLERY WEEK 2011 FEATURED THE FABULOUS CELESTIAL DIVAS COLLECTION OF SAWANSUKHA JEWELLERS ON DAY THREE

As Bengal's leading jewellers the name Sawansukha Jewellers is known for its traditional designs. Winners of the GJEPC Solitaire Design Award for three consecutive years and the DTC award twice, Sawansukha Jewellers started in the 1970s has moved with the styles and trends.

Under the guidance of Siddhartha Sawansukha, a graduate in jewellery design from the American Institute of Gemology, USA the collection presented at the India International Jewellery Week 2011 was truly a vision of beauty in traditional jewellery designs.

Inspired by the Navratnas the collection called "Celestial Divas" was aimed at the bride of the 21st century. Magnificent collars with moulded triangular diamond pieces, the heart shaped emerald pendants, the asymmetric swirl of onyx edging an uncut diamond collar, diamonds flowing into rows of gold circular spirals and the chandelier earrings with pearl drops will be jewellery which brides will long for.

The leaf star burst chocker, the yellow sapphires imbedded with diamonds for a circular piece, and the shooting stars design necklace with giant pearl drops, were magnificent. Adding to the beauty of the collection was the innovative plaited diamond piece with matching earrings and kada, the half sphere pendant and ruby cluster flower with chains of the precious gems.

Two Bollywood stars added grace and glamour to the show as Mahima Chaudhary looking sophisticated with an angular looped coiled necklace with large motifs at each end and the ever popular Dum Maro Dum girl, beautiful Zeenat Aman wearing a diamond and ruby creation with matching earrings gracefully glided down the catwalk.

The evening also had the special announcement of the new brand JOT by Sawansukha which will be launched by the company in January 2012. The brand

also has to its credit the setting up the Sawansukha Institute of Gemology and Jewellery Design that develops the best talents in the country for the business.

When Siddharthaa and Nikki Sawansukha took their bow on the ramp it was a show that they will be very proud of with their brilliant line of jewellery.

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.