

INTERGEM PRESENTED THE YS 18 STUNNING RED CARPET JEWELLERY COLLECTION AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2011

Intergem presented the YS 18 line titled "The Royal Collection" at the India International Jewellery Week 2011 in 18K white, yellow and rose coloured gold. Created in 1984 by designer and artist, Yogendra Sethi the YS 18 line of jewellery has always been known for its creative use of brilliant white, natural fancy coloured diamonds and exotic precious gemstones which has ornate floral motifs studded with rose cut diamonds, old mine cuts and diamond briolettes.

Translating the colours of nature the jewellery spoke a magnificent creative language of beauty and style. Cuffs with a tantalizing cluster of stones, giant onyx with a mélange of tiny gems, a garden of green Peridots, tourmalines and citrines; the diamond and emerald asymmetric necklace and the fragile leaf design earrings were gorgeous works of jewellery.

The ruby prongs for diamond necklace and earrings, the floral motif bracelets and rings, the collar in a prominent Basel setting and the long chains of precious stones told a Romanic story for jewellery that had that nostalgic touch.

With a regal Victorian theme for the jewellery, the nostalgia was further carried in the creations by Riyaz Gangji featuring 16 royal saris and 8 beautifully flowing gowns. Fabrics like lace, chiffon, and georgette embellished with Swarovski jewels were used to create that Victorian look. Elegant colours ranging from pastel peach, pink and

mauve to light brown gave the feeling of an earthy, rustic look with minimal embroidery. Blouses were dramatic while the gowns had a rustic feel with jewellery being the prime embellishment.

The show stopper of the evening was the beautiful Bollywood star Sonal Chauhan wearing an imposing floral corsage necklace, rings, earrings and bracelet.

The YS 18 collection presented by Intergem was a gorgeous offering to women who cherish their jewellery for a lifetime.

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, Alpina 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.