

ADORN PRESENTED CUTTING EDGE UNCONVENTIONAL JEWELLERY BY FIVE TOP AWARD WINNING DESIGNERS AT THE FINALE OF THE INDIA INTERNATIONAL JEWELLERY WEEK 2011

The Finale of the India International Jewellery Week 2011, was the cutting edge show by four award winning designers presented by Adorn the high-end jewellery magazine published by Spenta Multimedia. Targeted at consumers of jewellery and luxury jewelled accessories, the first of its kind in the country the magazine was launched last year at India International Jewellery Week.

Adorn features jewellery trends and designers through articles, photo spreads, event coverage and more. The collections of the four designers dazzled the audience with their distinct creative touches and amazing experiments in jewellery designs. The event also paid tribute to the late ace designer, Kazuo Ogawa who passed away on May 1 2011.

LAKSH PAHUJA

Always expect the unexpected from Mumbai-based Laksh Pahuja who thinks out of the box — his pieces range from dainty to colossal, but they always reflected his exceptional ideas and mastery of design.

Laksh Pahuja opened the show with his tribute to the late M F Hussain showing a collection called “The Barefoot Wonder”.

Creatively amazing the assorted paint tubes circled the model's neck in gold and enamel. There were colour palettes with brushes for the neck, bare feet with brushes appeared as hair ornaments or the neck, a one horse earring in enamel was superb, while an easel with brushes brooch and the final headgear with a row of brushes earned for Laksh Pahuja a rousing applause from the audience.

ANAND SHAH

Winner of numerous awards, including that of one of the top ten designers of the world as selected by the World Gold Council; Anand Shah, is a one-of-a-kind designer, and a pioneer of sorts in using wood, oil paint, electroplating in gold jewellery.

Coiled gold necklaces with ruby drops tasselled gold ropes with pearl clusters, horseshoe garlands in gold and dappled with gems, the draped vine creation and the creeper necklace with gems, the dragon kada and half moon plaited necklace and the snaking flat gold beauty were the innovative pieces from the designer.

The showstopper was a four in one bangle that swirled on the wrist of Bollywood actress Mahima Chaudhary as she glided down the ramp wearing a fire red embroidered sari by Kanwaljit Singh, while the models wore creations courtesy Kimaya.

AHALYA S

First-generation designer, Ahalya S made jewels that blend tradition with modernity. Calling her collection “Rasvihar” the designer had draped gold and pearls three strand necklaces, lamp shaped earrings, beaten gold geometric necklace and delicate crafted necklaces worn with jhumkas. The craftsmanship was intricate and exotic with the perfect touches of creativity.

PALLAVI FOLEY

Couturier Pallavi Foley worked with Tanishq before branching out on her own and her collection called “Organzo Curves” in 18 K yellow gold was a tribute to the modern women.

Inspired by nature there was detailing and sculptured touches with spheres and gold waves for necklaces. Gold sheet was twisted and the edges of some of the jewellery had pave setting of stones to glitter in the ramp lights.

Long strands of pearls with gold clasp, a hair pin, off centre mother of pearls pendant attached to rows of pearls, filigreed cubes hung at the end of long chains and tourmalines were trapped in gold mesh. The finale was Bollywood star and TV anchor Perizad Zorabian wearing assorted pearls with a wired abstract shape. The gorgeous creations worn by the models were once again courtesy Kimaya. The music for the Adorn show was provided by the internationally renowned DJ Ryan Beck.

TRIBUTE TO KAZUO OGAWA

Lover of India and Indian jewellery and creator of many collections inspired by the beauty of India, Kazuo Ogawa were instrumental in working towards bringing the beauty of Japan and India together with jewellery and arts. Talented and artistic, the passing away of Kazuo Ogawa was a lose to Japan as well as India and above all the design and art world.

Mr Manek Daver, Publisher and Editor of Adorn magazine, along with Atul Parikh and Kazuo Ogawa's son, Tomiko paid tribute to the great artist which was followed by six stunning jewellery entries by the late designer.

Using pearls in the most creative manner there were long strands with traditional emblems, some triple strands draped over shoulders or on the head like a flowing dupatta, a mosaic of pearls for a necklace and earrings and finally the pearl choker with a giant gold butterfly as the centre piece.

The gorgeous gowns which were worn with the jewellery were the designs of famed Japanese designer Yumi Katsura, a dear friend of Kazuo Ogawa.

ILLUSTRIOUS PARTNERS OF IIJW:

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, Alpna 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.