

ANMOL JEWELLERS GAVE A SPECTACULAR DEFINITION TO JEWELLERY AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2011 SHOW

It was a journey through the glittering world of diamonds and gold when Anmol Jewellers presented their spectacular collection at the India International Jewellery Week 2011.

The exquisitely designed pieces reflected the intricate craftsmanship which has been the basis of Anmol Jewellers headed by the dynamic Ishu Datwani. Gorgeous ornaments dazzled under the ramp lights as the models glided down wearing the striking jewellery for bridal wear.

Dressed in the beautiful creations by top Bollywood designer, Manish Malhotra, who created the flowing lehengas and Anarkalis; the show opened with live music by Anuragh on the guitar. As the lights came on three bare chest muscular men escorted the first model down the ramp wearing the most breathtaking Rani Haar.

The show moved into top gear with thick chokers imbedded with corals, onyx, emeralds and rubies some with off centre floral ruby clusters. Large uncut emeralds formed a chain with pearls and a three tiered circular pair of earrings fringed with rows of rubies was a stunning offering. Maang Tikkas, bracelets, intricate rings bangles were part of the stunning sets which completed the perfect trousseau look. Graduating circles formed beautiful diamond necklaces with matching earrings.

Floral shaped diamond choker with ruby centres and pearl drops, giant paisley ruby earrings and brilliant faceted diamonds added to the beauty of this ultra glamorous bridal collection.

Gliding into the ramp lights was the talented young Bollywood star Shraddha Kapoor who acted in the film Love Ka The End wearing a dazzling diamond choker and rows of pale green tourmalines clasped with diamond and ruby pendants on either side.

Bridal jewellery never looked more desirable and beautiful as it did with the Anmol collection so it is little wonder that it is the first choice of celebrities and Bollywood brides like Shilpa Shetty, Lara Datta, Malaika Arora Khan and many more.

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.