

THE KASHI JEWELLERS MAGNIFICENT LINE CREATED A SENSATION AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2011

With state of the art factories in Kanpur and Kolkata the Kashi Jewellers collection at the India International Jewellery Week 2011 had a line-up of pieces that were traditionally striking. From handmade couture and polki diamond jewellery ranging from one carat to hundred carats, the company's bridal collection on the ramp was a breathtaking line.

Diamonds, coloured stones and polki were turned into long necklaces, earrings and bangles. Three award winning pieces which were outstanding included the Rainbow Peacock armband made from a melange of coloured gem stones.

The Gold Wave bracelet had a mix of kundan and rhodolite crafted in 22 carat gold with Indian Minakari. The Life in the Ocean piece had the ocean colours with the fish motif sparkling with diamonds and gold with enamel work.

The other beauties on the ramp were the cuff with diagonal floral diamond motif, the gold lacy neck piece with the matching floral design on one side, the flowing V necklace ending in two pearl drops, the multi coloured diamond, ruby, emerald and rows of gems around the neck and the tourmaline, jade and pearl set.

Making the bridal jewellery collection more comprehensive were nose rings and Maang Tikka to match the various gem studded collars.

The glittering four rows of kundan and minakari around the neck, the Kaan Phool and the very unconventional towering ring; the turquoise, coral, ruby, emerald, diamond prong neck piece and the innovative hair ornaments gave more options to bridal jewellery. Rows of emeralds and pearls were dreamt up to create Haars and strands of kundan edged with pendants alternating with pearl streamers were stunners.

Ending the show was the very sexy Isha Koppikar wearing a magnificent kundan, ruby, emerald creation spread over shoulders and yoke and teamed with impressive giant earrings, bracelets and rings.

To balance the beauty of the jewellery the elegantly designed net saris with minimal embroidery in pastel shades by Jashn added to the glamour of the presentation.

Design, style, beauty, elegance, tradition and contemporary touches were the highlight of the Kashi Jewellers collection.

ILLUSTRIOUS PARTNERS OF IJJW:

The IJJW 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.