

LAXMI JEWELLERY PRESENTED A MINDBOGGLING VARIETY OF ORNAMENTS AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2011

From delicate jewellery weighing just 50 grams to heavy ornate bridal sets featuring 20 carats kundan and Jadau jewellery along with diamond polki and kundan ornaments, the collection by Laxmi Jewellery at the India International Jewellery Week 2011 was a grand offering of exquisite craftsmanship.

Laxmi Jewellery the sister concern of Laxmi Jewellery Export P Ltd was started in 1978 and the latter has exported fabulous 18 carat diamond and 22 carat jadhav jewellery to UK, USA, UAE and Dubai.

It was a fantastic journey through the dazzling bridal collection that presented creations in polki, kundan, diamonds, rubies and emeralds in designs that were mind boggling. From the first entry of the inverted pyramid shape stunning diamond necklace, the show moved to faceted diamonds with emeralds and ruby centres for neck pieces.

Wrists were clasped in ornate cuffs, while jhumkas with pearl centres glittered on the ear lobes of the models. The scintillating graduating kundan necklaces with large Basra pearl drops, the Cleopatra style wide collar with dazzling polkis stretching over shoulders with specs of rubies and emeralds and the arresting pearl and gold beads Rani Haar made the bridal Laxmi Jewellery collection eminently desirable. Clusters of pearl bangles were edged with diamonds and ripples of gems overlapped for several necklaces. The exclusive antique finish of the collection was the highlight of the show.

The jewellery collection was further highlighted by the lovely creations in parrot green and navy chiffon for the layered fluid gowns and the ivory net and gold lehengas with velvet busters created by Kanwaljit Singh and the students of Istituti Callegari.

For jewellery that will create drama for the woman wherever and whenever she wears it, Laxmi Jewellery can design the most exquisite collections for any important day in her life.

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.