

THE BIRDHICHAND GHANSHYAMDAS COLLECTIONS CREATED AMAZING DRAMA ON THE RAMP AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2011

The decades old brand from Jaipur. Birdhichand Ghanshyamdas has a reputation for the finest jewellery for all occasions. Presenting the company's four collections at the India International Jewellery Week 2011, the gold, diamond and enamel jewellery was a versatile offering for all women.

Opening the show in a dramatic manner – against a backdrop of the Ajanta and Ellora frescos images; four graceful dancers recreated the beauty of the paintings with their movements wearing the beautiful jewellery of Birdhichand Ghanshyamdas. Gold beads, coiled necklaces hooped earrings, jhumkas, payals, anklets - the effect was a pure artistic impact.

Noor one of the company's solitaire diamond lines had glittering gems in stylish designs.

For the M lange range there was a delicate mix of western designs and Indian techniques as motifs of Harrapan and Mesopotamian civilisations came together for various ornaments.

Hunar had kundan and enamelled jewellery featuring the festive colours of Rajasthan as kundan and minakari added to the beauty of the ornaments.

Finally Adrishya the last collection which was launched in 2010 at IIJW means invisible in Sanskrit and had precious stones imbedded in an

invisible gold setting. Here it was flowers and motifs that were eye-catching and dazzling as nature inspired the jewellery.

The stunning masterpieces on display were the multi medallion necklace with rubies circling diamonds, the kundan chains with asymmetric floral rubies, the baju bandh with ornate ribbed side's and riveting centre, the kada with giant daisy and rows of polki with corsage centre for the neck piece.

Flat kundan collars with pearls and emeralds edging and glittering chokers with giant baguette emeralds sparkled under the lights, while sapphires turned into graceful flowers which were at times created also from topaz, smoky quartz and diamonds.

Ending the show was the very sexy seductive, Malaika "Munni" Arora Khan wearing a slinky red gown and showing a dazzling kundan necklace with ruby floral centre with matching cuffs and earrings.

The very fluid swirling line of white chiffon gowns was the creation of designer Swapnil Shinde for the exotic line of jewellery.

Taking a bow to thundering applause was designer Yash Agarwal who has 250 design patents to his credit.

The Birdhichand Ghanshyamdas show was one of the major highlights of the fourth day of the India International Jewellery Week 2011 with is line-up that revealed the beauty of India's craftsmanship.

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 , Swaroski

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.

