

## **PC JEWELLER PRESENTED FABULOUS DESIGNS AND THE BEST OF THE BEST SHOW FROM DESIGNERS AT THE SENSATIONAL GRAND FINALE ON DAY FIVE OF THE INDIA INTERNATIONAL JEWELLERY WEEK 2011**

After the fantastic Best of the Best show that ended the first India International Jewellery Week 2010 presented by P C Jeweller; the Grand Finale on the final day of the India International Jewellery Week 2011 also presented by P C Jeweller was an eagerly awaited event. Two shows were presented to accommodate the thousands of invitees who longed to see the fabulous jewellery from top companies in the country.

The Ballroom of the Grand Hyatt Hotel was converted into a shimmering treasure chest with Swarovski crystals dazzling under the lights. A glittering Swarovski back drop of a palace with curved arched windows, a black and grey striped acrylic ramp and three giant wired lit lamps which moved up to the ceiling from the ramp; was the dramatic setting of the show.

The Terence Lewis acrobatic dancers moved in unison to pulsating music to open the evening before the PC Jeweller presentation and continued with two more choreographed numbers – one a vibrant one and the other to the popular “Diamonds Are a Girl’s Best Friend”.

### **THE PC JEWELLERY COLLECTION**

Presenting a magnificent collection, PC Jeweller displayed a glittering panorama of their unbelievable creations. Making a surprise entry to open the show was the very ruggedly handsome, Sonu Sood of Dabaang fame, in a beige dhoti with gleaming gold beads and imposing pendant.

The company's prized pieces revealed to an admiring audience were a sumptuous offering of kundan and polki sets, emerald trails from chokers, rubalites edged kundan necklaces and giant topaz rings. Necklaces with sapphire centres, emerald chains with amazing pearl pendants and cascading diamonds from chokers proved the design expertise of PC Jeweller.

The floral creeper necklace, hair ornaments, the latticed leaf earrings, the rich diamond Rani Haar, the diamond collar with ruby centres, enormous floral rings and arched diamond neck piece edged with emeralds thrilled the invitees.

Ending the show was the beautiful Lara Datta wearing a gorgeous ivory gown and showing a double diamond and ruby choker, armlet, ring, earrings and a wrap, around bracelet.

### **THE BEST OF THE BEST SHOW**

The Best of the Best Show which followed was a feast for the eyes as diamonds, rubies, pearls, emeralds and gold created magic on the catwalk.

The piece de resistance single jewellery piece from the participating brands made a breathtaking entry to thunderous applause. Framed in the shimmering arches of the windows of the backdrop, the models gracefully walked down the ramp wearing the beautiful net and embroidered Peacock Bride Collection created by internationally known designer duo, Shane and Falguni Peacock.

**ALPANA GUJRAL** – strands of rubies with diamond circles for a necklace.

**AHALYA S** - delicate necklace with hints of diamonds.

**ANAND SHAH** – the four in one swirling bangle

**PALLAVI DUDEJA FOLEY** – gold, pearls and chains with wired gold abstract shape necklace.

**LAKSH PAHUJA** – The M F Hussain paint brush inspired head gear

**AGNI** - the floral fantasy necklace with luxurious silk scarf

**AMRPALI** – kundan Rani Haar with pearls for necklace and a polki diamond choker.

**ANMOL** – the jadeite beaded necklace and gold choker

**BIRDHICHAND GHANSHYAMDAS** – diamonds and gold for a necklace with a ruby flower centre

**C KRISHNAI CHETTY AND SONS** – ornate and opulent kundan and gems piece

**CVM EXPORTS** – flat intricate necklace with kundan and pearls

**DIPTI AMISHA** – solid gold artistic necklace.

**DWARKADAS CHANDUMAL** – double diamonds choker with centre ruby

**EEKANI JEWELS** – pearl chains and pendant necklace with a diamond choker

**GEHNA JEWELLERS** – rows of uncut diamonds set

**GITANJALI** – the long tentacles necklace in diamonds

**GOLECHA JEWELS** – rows of pearls and gold insets necklace with cuff to match.

**GIA** – necklace with swirls of star burst and a firm diamond necklace with ruby centres

**IGI** - trellis gold necklace studded with tiny flowers

**INTERGEM YS 18** – multi floral clusters centre neck piece with cuff

**JEWELS EMPORIUM** – mother of pearl medallion at the end of a glittering beaded chain and a necklace with a peacock pendant

**JOHARA JEWELS** – three tiered diamond choker with emerald centre

**KASHI JEWELLERS** – wide spread diamond bridal set with emeralds and pearls

**KAYS JEWELS** – kundan medallions attached to two strands of pearls.

**LAXMI JEWELLERY** wide spread diamond choker with emerald centre

**MANUBHAI GEMS** diamond and topaz come together for a necklace with pearl drop

**MONICA KAPUR** – gold abstract necklace with tourmaline detailing.

**ROSILY PAUL** – rows of pearls with onyx tassels dangling over shoulder

**SANGAM CHAINS** – large flat necklace with intricate detailing

**SAWANSUKHA JEWELLERS** – curved diamond and emerald necklace

**SCINTILLATING JEWELLERY** – cluster of pearls and ruby flowers for a choker

**SURANA** – lacy gold necklace studding with tiny ruby insets.

**TANISHQ** – dazzling diamond choker and pearl strands for necklace with emeralds.

### **THE BOUCHERON NECKLACE.**

After the splendid display of the Best of the Best pieces, Rajiv Jain, Chairman, Gem and Jewellery Export Promotion Council revealed a surprise for the audience. The lights dimmed and a giant gold cage descended from the ceiling on the stage from which emerged the IJW 2011 brand ambassador, the svelte elegant, Sonam Kapoor wearing The Queen of the Night creation by Shaun Leane for Boucheron. As Sonam glided down the ramp in a flowing red net gown with tonal 3D appliqués, she was joined by Fabrice Martelli, Area Manager of Middle East at Boucheron.

The Queen of the Night necklace was created to commemorate 150 anniversary of Boucheron and is inspired by the flower of the same name. Created with blue sapphires, white diamonds and rubies the necklace has a detachable part which can be worn separately.

Mr. Sanjay Kothari convener of the IJW 2011 event thanked all the people involved with the event which was a thundering success.

The Best of the Best Show was once again a truly memorable event and one that will be remembered for a long time. The second India

International Jewellery Week 2011 revealed that the gorgeous jewellery created by the companies is undoubtedly the best in the world.

### **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.