KASHI JEWELLERS PAID TRIBUTE TO WOMEN WITH THE SPLENDID OMANA COLLECTION AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013

Devoting a collection to women, Kashi Jewellers called their line "Omana" (Giver of Life) which was aimed at the daughter, sister, mother, friend, and wife who cares. The collection created a striking sensation on the ramp at the India International Jewellery Week 2013 with its flawless finish and amazing designs.

Celebrating the sterling qualities of the contemporary women, Kashi Jewellers offered a supreme line of cut and uncut diamonds as well as precious and semi-precious gemstones. Using innovative techniques of diamond settings, the effect was like the illusion with invisible and pressure settings. Each piece was an exhibition of innovative design and craftsmanship that will be desired by every woman globally.

Opening the show with a spray of flowers on one side of a beautifully beaded necklace, it was followed by the beauty of coloured pearls and diamonds in a waterfall which blossomed around the neck. Soon it was a line-up of necklaces that appeared in quick succession. 3 rows of diamonds with side flower, a V shaped lacy neckpiece with earrings, entwined cuff and the coloured gems in three shades gave more options to the buyer. Spirals appeared in the centre to highlight the collars, while clusters on moulded neck piece with hints of colours brought design excitement on the ramp.

Five alternating rows of pearls and emeralds with two intricately crafted side pendants, a 3D flower ring and rows of coloured pearls with large diamond motifs will make great cocktail wear.

Presenting an innovative line of pearls in varied colours and imaginative blends of rows revealed the designing skills of the brand. Paisleys proved a popular choice for all the ornaments along with floral motifs in impressive shapes and sizes.

For the finale it was Sonal Chauhan, the very sultry Bollywood beauty from the hit film, "Jannat" in a ravishing willpower red gown embellished with 3D roses and wearing an awesome glittering diamonds/rubies choker-cum-bib, earrings and ring.

The sensuous gowns in pastel shades of lace and silk were from Zanaaya Couture by Shouger Merchant Doshi.

The pair behind Kashi Jewellers was Shreyansh Kapoor and Dr Devika Kapoor that put the beautiful creations together.

When it comes to jewellery that will tell a special story, the "Omana" collection by Kashi Jewellers will reveal all the beauty and glamour of gold and diamonds.

About IIJW:

IIJW is an initiative to showcase India's finest in jewellery, be it design or innovation, supported by top-of-the-line craftsmanship, technology and quality to the customers around the globe. India, with its ability to create most intrinsic and inspired jewellery, has made bold statements across the globe. IIJW is an attempt to provide an international platform to India's budding and leading designers and also design houses to unveil their fascinating, classic and contemporary jewellery collections to the world jewellery market; thereby establishing India as the most sought after destination for quality jewellery.

About GIA:
A world leader in G&J education, GIA attracts students from all over the country and the globe. Covering diamonds, coloured stones, pearls, jewellery design, sales, merchandising; GIA offers highly respected professional qualifications, hands-on skills relevant to the real world. In 2004, GIA established presence in India through its Mumbai campus and four years later set up the Mumbai laboratory. Since then, GIA has represented an ever-expanding network of training and trust in India.

Notes to Editor:

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.

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