



## **LAXMI JEWELLERY'S VERSATILE COLLECTION CREATED MAGIC ON THE RAMP AT THE INDIA INTERNATIONAL JEWELLERY WEKK 2013**

Creators of the most amazing Jadtar, polki diamond, kundan and gold jewellery, Laxmi Jewellery Export Pvt. Ltd. launched in 1978 by Bharat Mehta, Vipul Mehta, Divyesh Mehta and Sagar Mehta, presented its versatile collection called "Crafting Masterpieces" at the India International Jewellery Week 2013. Kundan has been a specialty of Laxmi Jewellery with 22K gold that weighs from 50 grams to heavy bridal sets.

For the vilandi collection of uncut diamonds it was the opulence and classic beauty of the ornaments that was dazzling.

A wide spread antique gold necklace opened the show matched with shimmering Jhumkas and kada. The Jhoomers adorned the heads of the graceful models and the shoulder dusters, necklaces; bangles were encrusted with rubies and emeralds to give a traditional touch.

Firm moulded necklaces, draped chokers with emerald and ruby drops edging them, beaded Raani Haars with precious gems, chandeliers with tantalising swaying pearl centres, three-in-one strands of carved gold beads and pearls for Raani Haars; revealed a marked vintage feel.

When it comes to exports in diamond jewellery, the designs followed the latest trends in traditional and contemporary styling and created couture bridal jewellery which the brand is renowned for.

In this section it was the curved scalloped fully encrusted neckpiece and the two tiered jhumkas that caught the eye of the viewers. Chandbalis with heart shaped neckpieces, round collars centred with emeralds and rows of diamonds fused together flared out from a dramatic choker. The final entries included six large emeralds nestling amongst diamonds, while a choker-cum-necklace shimmered with glitzy earrings.

To match the festive and bridal mood of the jewellery the ethnic wear was by Shyamal and Bhumika. The show ended with Umang Mehta and Heta Mehta as they walked down the ramp to loud applause from the very appreciative audience.

The Laxmi Jewellery Export Pvt. Ltd. vintage and contemporary bridal jewellery had all the right festive design directions, which will stand the test of time for decades to come.

### **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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