

P C JEWELLER SHOWCASED DUAL GRAND FINALES TO MARK THE END OF THE VERY EXTRAVAGANT SHOW

INDIA INTERNATIONAL JEWELLERY WEEK 2014 PRESENTED BY NAZRAANA IN ASSOCIATION WITH P C JEWELLER

The dual Grand Finales presented by P C Jeweller to mark the end of the very extravagant India International Jewellery Week 2014 presented by Nazraana in Association with P C Jeweller were glitzy events when the country's top brands and designers showcased their fabulous collections.

Winged angels were perched along the walls of the Ballroom in the Hotel Grand Hyatt, which were covered in glistening black. Peacocks and birds of paradise danced on the backdrop as giant lotus bloomed on either side of the stage and four shimmering columns of crystal streamers glittered from the ceiling to floor. The stage was covered with a giant Zodiac wheel that featured the twelve signs and the black patterned mirror edged ramp was ready for a grand dazzling happening.

Stepping on to the stage, Mr Vipul Shah, Chairman, GJEPC thanked everybody including all the sponsors, for a grand show and a very successful fifth edition of the India International Jewellery Week 2014 event, which created excitement in Mumbai.

THE NAZRAANA COLLECTION BY RIO TINTO

The Grand Finale opened with the title sponsor "Nazraana" by Rio Tinto presentation of glamorous jewellery, which featured one piece from each of the seven collections that were launched by the brand. The delicate diamond jewellery, which will gladden the hearts of women and men, featured the Infinity, Heritage, Contemporary, Spirituality, Love, Floral and Men's Luxury lines. Delicate lacy filigree

appeared for neck pieces, tasselled pendants, multi circular centres for necklaces, different versions of the “Aum” symbol, hearts, and floral inspirations for brooches, which twinkled under the arc lights with the lovely diamonds. Men’s jewellery accents were on cuff links, rings, lockets and button pendants.

THE STUNNING P C JEWELLER SHOW

Sponsoring the “Best of the Best” presentation for the fourth consecutive year, the P C Jeweller show called “Beau Mariee” (Beautiful Bride) was a scintillating part of the Grand Finale at the India International Jewellery Week 2014 presented by Nazraana in association with P C Jeweller.

Ever since April 2005 when P C Jeweller started with one showroom at Karol Bagh, Delhi, the company has spread over 14 states in 36 cities with 44 showrooms. In a short span of time the name P C Jeweller has earned a formidable reputation as a trusted brand name in jewellery.

Presenting a perfectly designed display of 17 entries from the various collections; the pieces were gorgeous in form and design as they dazzled on the ramp. P C Jeweller presented a never before seen line of wedding jewellery that included the astonishing beautiful kundan sets, polki jewellery all turned into eye-catching designs.

To the melodious crooning by popular singer Ankit Tiwari of “Aashiqui 2” and “Ek Villain” fame; the models emerged from behind the giant Zodiac doors wearing the fabulous jewellery.

The Temple Jewellery collection in gold had the embossed forms of great deities and gods which would make memorable wedding gifts. The uncut diamond Raani Haar spread sensuously over the shoulder, while the stunning Maang Tikkas, earrings and rings were beautiful. Long bibs and chandeliers, medallions for Haars, intricate Haath

Phools, Jhumkis and cummerbunds were fantastic in detail and craftsmanship.

The Diamond Jewellery collection was the piece-de-résistance of the show as contour designs in coloured; blue, uncut diamonds were embellished with kundan and polki for sets. Diamond chokers and rows of the sparkling gems gleamed on chandbalis, while multi strands of the same were a regal line.

The Designer Collection had the brilliance of diamonds and stones with a minimalist but contemporary look highlighted with enamelled floral designs and Meenakari work all ideal for Indian as well as western wear. Pearl harness, flat collars, rings and bracelets were statement pieces. From the sapphire blue lake stone on the finger to a circle of emerald green leaves around the neck, from sunset colours for bangles to glittering diamonds; P C Jeweller had everything and much more for the connoisseurs of fashion and style.

Ending the show was the very sexy and stunning Bipasha Basu, who glided down the ramp in a luxurious green embroidered net lehenga/ maroon blouse and modelled a gorgeous polki Raani Haar shoulder dusters, bangles and an impressive cocktail ring.

When it comes to jewellery that has a traditional as well as a contemporary story to tell, then the P C Jeweller “Beau Mariee” collection had all the perfect designs for the 21st century bride.

After a superb line of scintillating jewellery, Sachin Gupta and Nitin Gupta the dynamic duo from P C Jeweller, walked the ramp with Bipasha Basu to thundering applause from the audience.

THE BEST OF THE BEST SHOW

From the many gorgeous collections shown during the three days of the India International Jewellery Week 2014, one outstanding piece

was selected for the “Best of the Best Show”. The 21 awesome entries were masterpieces from the brands and designers that will set a trend in the coming months. Divided into two sections – Modern Contemporary and Traditional - the show was a great offering of jewellery to suit all desires.

MODERN CONTEMPORARY

LAKSH PAHUJA The fabulous Palm Jumeirah head piece with the falcon perched on top of the head.

FARAH KHAN The long stylish diamond trellis earrings.

SABOO FINE JEWELS Looped diamond necklace with giant flower as the central interest with matching danglers and dappled with emeralds.

INDIAN INSTITUTE OF GEMS AND JEWELLERY, DELHI Diamond prong necklace with Haath Phool, palm cuff and earrings.

MAHABIR DANWAR JEWELLERS & KIK JEWELS The “V” shaped diamond necklace with sparks that sprang from the circle with matching earrings.

EMERALD JEWEL INDUSTRY INDIA LTD Gorgeous diamond necklace with ripples and waves flowing over one shoulder.

GITANJALI GROUP Diamond and sapphire set with pear shaped designs.

INDIAN INSTITUTE OF GEMS AND JEWELLERY, MUMBAI Shawl drape necklace edged with diamond ends, emerald tassels and matching earrings.

THE EXOTIC TRADITIONAL JEWELLERY

SWAROVSKI GEMSTONES The giant bridal tableau neckpiece and shoulder dusters.

SURYA GOLDS Shimmering diamond and ruby collar with paisley motifs and broad cuff.

P N GADGIL JEWELLERS PVT LTD Diamond choker, lacy cuff, earrings bangles and ring.

INDIAN INSTITUTE OF GEMS AND JEWELLERY, JAIPUR Long beaded chain with kandeel pendant.

NATIONAL INSTITUTE OF DESIGN, AHMEDABAD The infinite necklace in metal rings designed innovatively with matching cuff and ring.

SHOBHA SHRINGAR JEWELLERS Raani Haar with diamond pendant and pearl tassels with emerald drops.

JEWELS BY PREETI Layered diamond, ruby and gold necklace.

AKS JEWELS Diamond and ruby paisley necklace and cuff edged with pearls as well as matching earrings.

DIPTI-AMISHA Gold beads flowed into a “U” shape with pearls for a necklace and matching jhumkis.

BIRDHICHAND GHANSHYAMDAS JEWELLERS Necklace with rubies edged with large polkis, bangles, earrings and kada.

GOLECHA JEWELS Polki choker with Maang Tikka and chandbalis.

APALA BY SUMIT Large tribal choker, broad cuff edged with emblems and spokes along with matching earrings.

As the display of the gorgeous jewellery from the various brands ended, the music reached a crescendo and the giant doors on the stage parted to reveal a gleaming column of revolving crystal steamers from where Sonam Kapoor, brand ambassador of the India International Jewellery week 2014 emerged wearing the fabulous Ganjam creations - the bridal headband called "Arbor Amore" created in a gold leaf design, wrist wear from Gerbera collection and ring from the Nizam collection and floral earrings.

The designer for the lovely garments was top Bollywood couturier, Neeta Lulla whose creations were the perfect balance for all the gorgeous jewellery brands.

At the end of the show the participants of the India International Jewellery Week 2014 were honoured with mementoes presented by Sonam Kapoor along with Vipul Shah, Pankaj Parekh and Sanjay Kothari who thanked all those who made the event a great success. The dignitaries who came on the stage to receive the mementos were:

Nirupa Bhatt, MD, India and Middle East, GIA

Yogesh Lakhani, Bright Outdoor

Sachin Jain, Forever Mark

James Courage and Vaishali Banerjee, Platinum Guild

Vasant Bhandari, UB Group

Yash Agarwal, Birdhichand Ghanshyamdas Jewellers

Dipti Amisha from Dipti Amisha

Roland Lorie, CEO, IGI

Rajendra Jain, MD, India Swarovski

Vijay Golecha, Golecha Jewels

Vikram Merchant, Manager of Rio Tinto Diamonds India Representative Office.

Mehul Choksi, Chairman, Gitanjali Group

IJJW 2014 is being presented by Nazraana in association with PC Jeweller (PCJ) organized by GJEPC and partnered by Knowledge partner ForeverMark, Lifestyle partner Azva, UB Group and Bright outdoors.