



GJEPC's India International Jewelry Week 2015 powered by GIA
presents *Greater allure, finer jewels, trendier shows in its 6th edition*

Mumbai, July 26, 2015: The gem and jewelry industry's much coveted and celebrated jewellery show created and presented by the industry's apex body GJEPC will be staged from August 3 to 6, 2015 in Mumbai, India. The sixth edition of this 'first of its kind jewelry extravaganza promises to be a mix of style, craft, glamour and glitter with Bollywood personalities and eminent designers adding to the extravaganza of dazzling proportions.

India is a landmark destination when it comes to displaying its rich craftsmanship through splendid designs, be it fine diamonds that suit the pret to array of coloured stones studded couture pieces, from the mesmerizing uncuts for the Bride to one of the kind art deco pieces, IJW has it all.

The 6th edition of IJW will showcase designs by Gitanjali Gems Ltd, Tanishq, Bridhichand Ghanshyamdas, Varuna D Jani, Moni Agrawal, Aum Monica Kapur, Shoba Shringar, Surya Golds in association with Swarovski, IIGJ Mumbai, Delhi, and Jaipur, Diosa with Swarovski, AAKS Jewels, Sunil Jewellers, Anand Shah by GSI, Jewels by Preeti, Yoube Jewellers, NID Design graduates and GDK Jewellers. This is the only platform where get to see all the leading organizations like De Beers, Rio Tinto, PGI, and laboratories like GIA, GSI, IGI, HRD, under one roof, showcasing the intrinsic work of jewelers and designers to the world; also it's the event that on a collective basis reaches to the consumers.

Chairman of the Gem and Jewellery Export Promotion Council Vipul Shah commented *"Since its inception in 2010, IJW has evolved as the most creative, intricate, and artistic design platform for the jewelry design talent in India. IJW 2015 will also present designers from Thailand this year, who will showcase exclusive Jewellery from Thailand."*

IJW 2015, powered by GIA, has Jewel Trendz as knowledge partner, and leading brands such as Gitanjali, Rio Tinto, Evara - PGI and Forevermark as Co-Partners, DAMAC and Birdhichand Ghanshyamdas as Lounge Partners, Ultra as the beverage Partner and Bright as an outdoor partner.

Over the years, the IJW has become a significant platform for the most sought after haute design destination for fashionistas, jewelry admirers, and national and international buyers. Last year's collection consisted of 24 jewelry houses showcasing some of the most unique and intricate collections. The collections included Bazubands (armlets), Manchettes (long cuffs), Haath Phools (wrist and hand ornaments), and oversized bracelets. The collection of rings was the primary focus. Some other attractive pieces include pendant innovations, statement cuffs, open-ended necklaces, and shoulder ornaments.

IJW 2015 is a perfect platform to view and showcase, designers' and branded jewelry collection, with a special focus on promoting young talented graduates. It is the only jewelry week in the world and has successfully positioned India as a great innovative designer hub since it was first conceptualized in 2010. The event is expected to be attended by thousands of enthusiastic jewelry lovers, domestic and international press, students, buyers and retailers from India and abroad.

The IJW recognizes some of the most reputed jewelry designers across the globe, such as Stephane Webster, Boucheron, Farah Khan Ali, Birdhichand Ghanshyamdas, P.C. Jewellers, Nirav Modi, Ganjam, Vijay Golecha, Gitanjali, P.N. Gadgil, Pallavi Foley, Moni Agarwal, and others. Each year, the event reaches a new pedestal with the top actors, celebrities, and models, including GJPEC's brand ambassador Sonam Kapoor.

About IJW

IJW 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. Our designers have time and again made us proud by winning different international design contests of repute. IJW 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.

Website : www.ijw.org

Notes to Editor

Established in 1966, the Gem and Jewellery Export Promotion Council GJEPC of India, has dynamically led the industry to flourish. Being a powerful engine, driving India's export-led growth, with more than 6000 members across India.

Press Contacts

