

ABN-AMRO Solitaire & IIGJ Vision Jewellery Awards at IJJS 2007 Toasting the Award Winners!

17th September 2007

Mumbai August 31, 2007 : The **ABN-AMRO Solitaire and IIGJ Vision 2007 Jewellery Awards** was organized by **GJEPC** during the **India International Jewellery Show 2007** on August 31, 07 at the Renaissance Hotel, Powai. **Hon'ble Minister of State for Mines, Govt. of India, Shri T. Subbirami Reddy** was the Chief Guest for the evening. The event attracted some of the jewellery industry's finest talent from across the country. This year over 50 companies presented an astounding array of nearly 300 entries for the competition. The Indian jewellery industry has been effectively straddling the traditional and modern worlds, and is turning into a global style guru of sorts. Thus, the theme this year was **INDIA**, with three categories – **India Traditional, India Global and India Futuristic**. Each category was further divided into two sub-categories, **Couture and Prêt**. In each category, six winners were declared.

The judging took place in two phases and 12 distinguished judges from diverse backgrounds like jewellery education, jewellery design, art and fashion, picked 18 winning designs in all.

The winners were felicitated at the Solitaire Design Gala Nite on August 31 at the Renaissance Hotel, Powai, which was supported by the leading Diamond Bank ABN-Amro. The elite gathering of government officials, industry leaders and socialites were present at this evening of glamour and entertainment.

The following are the winners of the ABN-AMRO Solitaire Design Awards:

TRADITIONAL Couture

WINNER

Royale Temptation (picture 101) A perfect blend of the traditional and classic look. Designed for the Indian woman who desires a royal jewellery collection.

Company: Royal Chains

1st RUNNER-UP

Blue Blood

Royalty of a by-gone era. The blue topaz enhances the traditional *kundan* pieces and cut diamonds **Company: Ansaa Jewellers (P) Ltd.**

2nd RUNNER-UP

Coral Couture Coral is used as the primary stone in different shapes, viz. carving, uneven shaped plates and 1.5 mm beads.

Company: Seth Sunderdas & Sons

TRADITIONAL Prêt

WINNER

Indian Woman of Today (picture 102)

Inspired by the majestic peacock, a widely used Indian motif. Though traditional it suits the 'woman of today'.

Company: Fine Jewellery (India) Ltd.

1st RUNNER-UP

Alliance

Inspired by the mirrors used during the Mughal period.

Company: C.V.M.Exports

2nd RUNNER-UP

Art Reanimated

The blue sapphires represent barriers and the diamonds and gold express strength to overcome them. The immortality of Indian art is reflected through the joyous dancing of the peacock.

Company: Jewels Emporium

GLOBAL Couture

WINNER

Ups N Downs

The zircons layered upon black rhodium-polished gold depicts darkness and the gold pieces denote the golden times – albeit with black spots – together portraying LIFE. The knitted gold rope running through both the layers represents the art of living.

Company: B.N.Jewellers

1st RUNNER-UP

Haute Heritage

The bangle symbolizes the strength and richness of India and the potential of the Indian women to keep abreast with the changing times.

Company: Royal Chains

2nd RUNNER-UP

Mughul Splendour

This set is inspired by the Mughul use of the pink tourmaline stone (taaviz shaped) to keep the evil spirits away and also to show reverence to the holy scriptures.

Company: Seth Sunderdas & Sons

GLOBAL Prêt WINNER

Nature(picture 202)

Inspired by the innocence and purity of the natural elements, the beautiful crafted flowers capture the enchanting beauty and freshness of nature's wonders. They mesmerize the wearer with an understated elegance.

Company: Sama Jewellery

1st RUNNER-UP

Contrast of Good and Bad

This piece is inspired by the magic ball, through which one sees the past, present and future which includes good and evil in one's life. The white diamonds symbolizes good and the black onyx evil. **Company: Kinu Baba Jewellery Pvt. Ltd.**

2nd RUNNER-UP

Pluie en fonce

(Rain in Dark)

This depicts raindrops falling on the dark earth making different patterns.

Company: PRA-MAK

FUTURISTIC Couture

WINNER

The Melting Emotion/ The Discerning Future (picture 301)

This unique pendant is wearable on both sides with an amazing message which is inspired by the glaciers and the falling snow flakes. The rising temperature leads to melting of ice which results in the sea level rising – the start of the global warming. Enamel shades used depict different emotions of environment, thunder, rage and aggressiveness.

Company: Jewels Emporium

1st RUNNER-UP

"I" Vision

This piece depicts an aerial view of a cricket stadium. The sounds and the rising crescendo of the cheering crowd inspired the craftsmen to immortalize the spirit of the game in this pendant. It is a glittering reminder of the future glories that the Indian team is capable of – bringing home the next World Cup. **Company: Sawansukha Jewellers Pvt. Ltd.**

2ND RUNNER-UP

Bijou D' Avenir

(Jewellery of the Future)

This creative neckwear is a blend of fanciful materials and stones which gives it a great aesthetic value. **Company: PRA-MAK**

FUTURISTIC Prêt

WINNER

FIAMMA (picture 302)

This innovative ring is designed to set your heart ablaze as it caresses the finger and bursts into a soft pink bloom. The little bulb lights up at a slight touch.

Company: PRA-MAK

1st RUNNER-UP

Get Unwired

The design depicts freedom from all the boundaries of traditional way of life. It illustrates a mobile world, fast moving away from the shackles of a wired world. Inspired by technology, this design connects fashion with new forms of material and techniques – thus attaining a revolutionary style of expression. **Company: Asian Star**

2nd RUNNER-UP

Simply Caffeine

The use of fresh coffee beans coupled with colours and white stones set in gold gives the wearer an elite feel.

Company: Sangam Chains

ABOUT THE GEM & JEWELLERY EXPORT PROMOTION COUNCIL (GJEPC)

The Gem & Jewellery Export Promotion Council is an all India apex body representing more than 6500 gem and jewelry traders from India . Set up in 1966, it operates under the supervision of the Ministry of Commerce and Industry, Government of India and elected representatives of the industry. The Council is a non-profit organization involved in promoting the exports of the Gem & Jewellery sector.

ABOUT SOLITAIRE

‘SOLITAIRE INTERNATIONAL’ – INDIA’S TOP G&J TRADE MAGAZINE

‘Solitaire International’ is India ’s leading B2B magazine on the gems and jewellery trade. It is published bi-monthly by The Gem & Jewellery Export Promotion Council (GJEPC) which is the apex body of the industry.

The magazine content focuses on local news and developments while maintaining a global outlook and a presentation style of international standards. Content is diverse and has depth, providing readers with information and knowledge necessary for better business decisions. The magazine covers all aspects of the diamond and jewellery business, from mines to markets.

Solitaire International has the widest readership of the organised sector in the Indian gems and jewellery industry. The magazine is also referred to by the global trade sector for information on India and its industry, and is circulated at 25 top international trade shows.

For More Information

Swapnali Joshi - GJEPC

E-Mail: swapnali@gjepcindia.com

Sandra Merchant – Solitaire International

Mobile: +91-9820022249

E-Mail: sm@ccs-publish.com

Ekta Sheth-Balyan - Clea Public Relations

Mobile: 09821077308

E-Mail: ekta@cleapublicrelations.com

Parthiv Kamani - Clea Public Relations

Mobile: 9820025590

E-Mail: parthiv@cleapublicrelations.com