

Nargis Fakhri to walk for Azva at India Bridal Fashion Week 2014

•Written by amit bachchan•

••Sunday•, 03 •August•, 2014 22:29• -



The Azva Show at India Bridal Fashion Week 2014 is set to create some stunning looks in gold for the modern Indian bride this season with Nargis Fakhri as their showstopper. Nargis will sashay down the ramp in a modern bridal avatar sporting some beautiful jewellery ensembles from Azva.

The Azva show will be held on 9th August 2014 at 6:00 pm at DLF Emporio and will introduce its new collection through an extremely contemporary theme to highlight unique bridal jewellery designs from Azva. The show will present gorgeous and elegant ways to style gold bridal jewellery making it perfect for the modern Indian bride.

Commenting on being the showstopper for Azva, Nargis Fakhri said, “We all feel bridal Indian jewellery cannot be worn beyond the wedding day, but designs in Azva are beautiful and can help style you for occasions other than weddings. Gold jewellery looks quite glamorous if styled well and Azva has created a lovely concept to highlight their jewellery at the show. I'm glad to be walking for Azva at India Bridal Fashion Week and showcase their interesting designs.”

Vipin Sharma, Director, Jewellery, World Gold Council said, “Nargis has beautifully evolved as a style icon and remarkably represents the modern Indian woman and the Azva bride – women who have an impeccable sense of style and appreciate craftsmanship while believing in traditional values like the ‘saat pheras’. Together with Nargis we look forward to creating some iconic as well classic looks at the Azva show at India Bridal Fashion Week.

Azva gold bridal jewellery is inspired by ‘Saat Pheras’ (seven vows) of the Indian wedding tradition and brings alive the essence of articulate patterns and detailing in gold jewellery. Each piece reflects the idea of seven with beautifully handcrafted seven elements

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such as flowers, circles and rows fashioned in 22kt gold. The latest collection of Azva will present jewellery that can be worn at various occasions beyond the wedding day to make a fashion statement.