

Showstopper Sridevi and Vijay Golecha walks the ramp at IJW 2014

•Written by amit bachchan•

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Showstopper Sridevi and Vijay Golecha walks the ramp at IJW 2014 , Vijay Golecha showcased a breathtaking array of bridal jewellery from Golecha Jewels presented by HRD Antwerp at the India International Jewellery Week 2014 presented by Nazraana in association with P C Jeweller.



Two stands with lit multiple lamps on either side of the stage and a blue velvet covered ramp was the setting for a grand show titled “Brides by Golecha Jewels”.



The dazzling gold, precious rubies and emeralds along with the blinding diamonds were turned

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into ornaments of unmatched beauty that a bride will cherish for the rest of her life. With intricate craftsmanship and minute detailing, each piece was something that will satisfy every bride's highest expectations.

Multiple necklaces were edged with rubies, myriad hair ornaments, large carved Ganesha pendant on polki necklace and chandeliers with rubies and diamonds was the start of a bridal extravaganza. Spheres encrusted with precious stones formed opulent neckpieces, while triple layers of Jhumkis twinkled under the lights.

Raani Haars with emeralds were grandeur personified and Haath Phools were luxuriously covered with rubies and diamonds. The pearl story was magnificent as chokers with huge uncut diamonds were edged with round pearls; while rows of the same appeared for Chandbalis, kadas, bangles and rings. Large rubies were imbedded in a backdrop of gold, pearls and emeralds. Giant gold beads were the highlights for chains and the triple fan shaped pendants on necklaces were offered in varying sizes.

The finale showstopper was the evergreen very lovely superstar Sridevi, who glided in wearing a regal diamond Raani Haar with a grand square gleaming pendant, matching earrings, bracelet and ring.

The gorgeous clothes created by Vikram Phadnis added to the drama of the show as lehenga/choli/dupattas sets and sensational saris matched the beauty of the ornaments.

Taking a bow at the end of the show were Vijay and Rupali Golecha, Vikarm Phadnis, Serge Courvreur, CEO HRD Antwerp and the gorgeous Sridevi who were all cheered by the wildly applauding audience.

HRD Antwerp Institute of Gemmology started in Antwerp in 1976 and in India in 2007, offers a wide range of services and equipment for the diamond and jewellery professionals as well as for the gemstones and jewellery buying public

Since the 1990's when the Golecha brand was launched, the company has been renowned for

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the flawless designs and finish. With outlets in Mumbai, Jaipur and Aamby Valley, Golecha jewels has also been part of top films like Umrao Jaan, Luck by Chance and Drona where the jewellery designs were the highlight of the films. The brand has also designed the crowns for the Miss India Universe beauty pageant as well as created jewellery for top stars and celebrity weddings.

For the New Age bride the stunning Golecha Jewels bridal collection presented by HRD Antwerp was the ideal choice for a timeless addition to her wardrobe.

IJW 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.