

Unique Rock & Roll themed show thrills audience

articles.timesofindia.indiatimes.com

August 5

Unique Rock & Roll themed show thrills audience at the Gehna Jewellers at IJW 2013

If a thing of beauty is a joy forever, then Gehna Jewellers' show at IJW will be lauded for a long time to come. The renowned brand pulled all stops with their outstanding new collection that intertwined modernity with tradition by way of their glittering designs. Lending it further appeal was the unique rock-themed show that was responsible for presenting the jewels in an entirely fresh context.

Sunil and Kiran Datwani played hosts over cocktails in the lounge to guests such as Shaina NC, [Abhay Deol](#), Priti Desai, Rouble Nagi, Nanik Rupani, Dr Rishma Pai, Rashmi Nigam, [Pooja Bedi](#), Palak and Sameer Sheth, Munisha Khatwani and many more.

Guests witnessed a dazzling parade as models walked down the ramp flaunting necklaces, chokers, pendant sets, earrings and cocktail rings that all stood for the epitome of elegance with a touch of edge. Emeralds, polkis and south sea pearls were accentuated by a drizzle of diamonds - rose cut, champagne coloured rose cuts as well as classic renditions. Some of these dazzling pieces have been specially designed by renowned designer Shaina NC for this show. This combination of precious stones, innovative designs and a distinctive touch of creativity ensured that sparkle and shine was indeed the order of the night.

It was the rock-themed runway show, conceptualized by James Ferreira that injected an even more vibrant and eclectic twist to the already glamorous designs. Gangs of models sashayed down the ramp dressed in black leather skirts, trousers and jackets, adorned with an overdose of baubles, vying for the viewer's attention. Classic punk and rock tunes set the mood for the evening while the black vinyl graffiti wall made for the ideal edgy backdrop. The rock chic ensembles coupled with smoky eyes provided just the palette the jewellery needed to make its mark.

It was an exciting interplay between the fierce and fragile as well as the daring and delicate; resulting in a pulsating and beautiful contradiction.

The beautiful Evelyn Sharma took to the stage and did ample justice to the piece de resistance of the evening. This Bollywood showstopper shone bright in an awe-inspiring necklace set studded with uncut diamonds, diamonds and south sea pearls on fusion of 18kt and 22kt gold.

"With this collection our endeavour was to present jewellery that not only takes your breath away but also boasts of a functional and versatile sentiment. These are designs that can be worn to a myriad of functions; be it to a wedding, cocktail party or even a Sunday lunch. Its true charm lies in its enigmatic appeal which is sure to put the wearer in the limelight," said Sunil Datwani.

Said James Ferreira, "We wanted to present jewellery generally associated with traditional Indian wear, in an entirely new light. Hence we showcased the designs in a younger avatar in order to strike a chord with the youth. The premise of this avant-garde show was to present an interesting contrast between the conventional and edgy."

With their lust worthy designs, intricate craftsmanship, untiring attention to detail and now a more youthful vibe, Gehna Jewellers really did redefine 'rock-chic' with their latest showing.

With 25 years of experience and expertise to his credit, Sunil Datwani is the driving force behind Gehna Jewellers - a jewellery label that stands for fusing classic traditional motifs into utterly contemporary styles. Gehna caters to the modern woman of today who demands jewels that are not only treasured heirloom pieces but also practical, versatile and of the highest international standards. Their collections often take inspiration from prominent art periods in history such as Medieval, Egyptian, Mughal and Art Deco by reinterpreting them into refreshingly original designs. Gehna's dedicated team of design professionals is committed to churning out only the most unique pieces which tug at a woman's glamorous, charming and style-seeking side.