





FASHION

All the highlights from GJEPC's Artisan Jewellery Design Awards 2020

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From over 600 design applications received, nine designers bagged the award based on various predefined parameters such as aesthetics, wearability, innovation and relevance to the theme



In case you missed it, the Artisan Jewellery Design Awards 2020, which is an initiative of the Gem & Jewellery Export Promotion Council (GJEPC), concluded on February 12, 2020. The evening lauded the best talent in jewellery design and elevating designers to their rightful status of artists. The theme for the third edition, powered by GIA (Gemological Institute of America), was Architectural Gems, where designers got to participate in three categories: Art-Deco, Neo Futurism and Islamic Arabesque.

A total of 625 entries were received from local and international designers, spanning various design disciplines, like fashion, jewellery, architecture, animation,

and typography. From the hundreds of sketches comprising rings, pendants, brooches, earrings and bracelets, only 27 pieces were shortlisted on the basis of parameters technical feasibility, innovation and wearability. Post which, the illustrations were further eliminated and only 27 pieces (nine sketches in each of the three categories) made it to production of actual pieces. These were judged by an eminent jury panel of renowned interior designer Ashiesh Shah, fashion designer Rimzim Dadu, fashion photographer Jatin Kampani, jewellery expert Richa Goyal Sikri among others.

The grand finale where the winners were declared was graced by eminent names from across industries, including award-winning British designer Stephen Webster, who is known for his intelligent and thought-provoking jewels. “For a piece of jewellery, materials are everything. Materials and craft form the basis, but the element of design pushes things further. India is steeped in tradition and India has influenced nearly all jewellery designers,” he said. Speaking of the purpose of the awards, Pramod Kumar Agrawal, chairman of GJEPC added, “The objective of organising the Artisan Awards is to encourage and motivate our students and designers to reach their full potential and make it big in this industry.”

Across the Art Deco category, Harjas Kaur bagged the first position, Arif Hossain scored first runner up, followed by Monu Jain Gupta. In the Neo Futurism category, Namrata Bhardwaj won the top spot, with Kosha Shah and Jinal Patel scoring first and second runner-up positions respectively. Designer Koushik Mondal grabbed the leading title for Islamic Arabesque section, whereas Ketki Ambardekar was the first runner-up and Sonali Sheth the second.

Under the product inventory vertical, winners were Anand Shah Jewels for Couture Cuffs and Cocktail Rings, Ira Jewels for Silver Jewellery, Manak Jewellers Pvt. Ltd for Daily Wear Diamond Jewellery, Sanskriti Jewels for Coloured Gemstone Jewellery, Birdhichand Ghanshyamdas for Couture Diamond Jewellery, Shakti

Jewellers Pvt Ltd for Gold Jewellery and Sparsh Jewellers for Kundan Meena Jewellery. Scroll ahead to check out glimpses from the evening that was.



Stephen Webster, Pramod Kumar Agrawal, Nirupa Bhatt and Colin Shah



Stephen Webster



Pramod Kumar Agrawal, Stephen Webster, Nirupa Bhatt, Colin Shah and Sabyasachi Ray



Pramod Kumar Agrawal, Stephen Webster, Nirupa Bhatt, Colin Shah and Sabyasachi Ray



Anusha Dandekar





Aparna Badlani, Ambika Anand, Neha Dani, Anna Martin, Nirupa Bhatt and Smriti Bohra

