

Tanishq Previews its Spectacular Collection

Exquisite crowns and jewellery specially designed for India's most significant beauty pageant

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Tanishq, India's most innovative jewellery brand, today unveiled the awe-inspiring set of crowns and its 'Zoya' range of jewellery, specially crafted for India's leading beauty pageant, Femina Miss India 2007. An innovative fashion show interspersed with interesting dance sequences was the perfect pedestal for showcasing Tanishq's first collection in 2007, a suite of jewellery that is a perfect fusion of the classic and the contemporary. Tanishq has built itself a reputation of bringing innovative designs that suit the needs of 'the ever-changing never changing' Indian woman.

The crowns have been designed to convey the essence of India through the use of distinctive motifs such as the traditional and auspicious 'teeka' - the Indian touch to the contemporary styling. Crafted with painstaking detail, each of these crowns convey a story; a story of their 'ORIGIN'. Inspired by interplanetary movements and colors of flora and fauna, these tiaras are a stunning combination of trillions, baguettes, round brilliant cuts, princess, pears and specially cut colored crystals. Each crown weighs about 450 gms and has a special spring mechanism designed to fit perfectly on any size or shape of head.

The inspiration behind each crown is distinct and personifies the spirit of the title.

Miss Universe: This crown has the perfect cosmic blend of elements, very like the universe itself. The large red stone, set slightly on the side, is the symbolic and stylised 'teeka'.

Miss World: The natural essence of this piece is enhanced by the wave-like undulating shape on the base of the crown, sitting snugly on the forehead of the wearer. And of course the vivid rectangular blue stone that expresses the teeka of victory, and sets off the varying hues of the sea on the rest of the crown.

Miss Earth: crown derives its inspiration from the essence of nature- her flora and fauna. Based on the fabulous colours and movement of the peacock and its feathers, this stunning piece is an intriguing study in harmony and contrast.

The jewellery crafted beautifully with interspersions of diamonds and colored stones, is an ode to the ecstatic beauty and supreme power behind every woman. The contemporary styling has been brought to life with sensuous curves, balance, rhythm and symmetry of classic Indian motifs in an unconventional synthesis. These beautiful and vibrant gemstones in different shapes, sizes and colors are sprinkled amongst diamonds to create a symphony that enhances the look of the stones and adds a dash of color to conventional designs.

Tanishq has translated the timelessness of these designs to a modern context and brought to life a collection where fashion, design and tradition blend perfectly. Vibrant Colors are 'BIG' this season and Tanishq's new range establishes and reinforces the new trend.

Speaking on the occasion Mr. C. K. Venkatraman, COO, Tanishq said, 'We believe our association is testimony to our continued leadership in the market as being the trendsetters in jewellery design

and styling. The crowns reflect the perfect balance of redefining and reinterpreting movement in design to express a new, exuberant aesthetic which will mirror the joyous feeling of the winners of these crowns!

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About Tanishq

Tanishq, India's only national jeweller offers gold and gem-set jewellery (in 22 and 18 carat gold) in over 6000 traditional, western and fusion looks. The Tanishq retail chain currently includes 88 exclusive boutiques in 64 cities, making it India's first and largest jewellery retail store chain.

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