



Joyalukkas
World's favourite jeweller

Press Release
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Young and vivacious Genelia unveils a new range of precious and rare platinum jewellery at Joyalukkas

Summer indulgence – Precious and rare platinum jewellery

Bangalore: The charming Indian film actress and model Genelia D'Souza today unveiled a new range of precious and rare platinum jewellery at Joyalukkas in Bangalore. The dainty new platinum collection has been specifically crafted keeping the contemporary Indian woman in mind, who prefers delicate yet precious jewellery for every-day-wear.

The rarest of metals platinum has been coveted by discerning women for centuries. Found in very few places around the world, platinum is 30 times more rare than gold. It is this rarity that makes platinum exclusive and distinctive – the perfect expression of your individuality.

Describing the new platinum collection Genelia said, "Platinum jewellery is the choice of today's woman because of their subtle yet intricate and elegant designs, fulfilling the emotion of making one feel truly special. I love the idea of wearing delicate and precious platinum jewellery that sets me apart and is a reflection of my personal style. This collection is a beautiful expression of feminine glory and an answer to donning on precious jewellery for everyday wear that will make heads turn."

Talking at the launch Mr. Joy Alukkas, MD, Joyalukkas Jewellery said, "The women of today are aware, better informed and thus choose platinum for its inherent qualities of being one of the most precious and rare metals. Platinum's new collection offers unique designs of pendants, earrings and rings in myriad designs catering to different tastes of women. The demand for platinum jewellery at my store has seen a sharp growth over the past years. Platinum designs are elegant and timeless, which fit seamlessly to go with any look. The naturally white metal looks brilliant when diamonds are set in platinum."

From beautiful pendants to elegant necklaces inspired by floral and timeless Indian motifs and spirituality, the collection pays homage to the strength that comes with being a woman. It is perfect for a boardroom meeting, a friend's birthday, a relaxed Sunday Brunch with family or a special date with your loved one and can be carried off in style with both western and traditional attire.

Platinum epitomises eternal beauty. Each piece is a reflection of perfection, whether it's a simple solitaire or intricately designed bracelet, platinum is one of the most secure metals for precious stones. Its enduring nature ensures that your most precious diamond jewellery can be handed down from generations to generations as heirloom pieces.

Platinum jewellery is as close as you can get to absolute purity as every piece is 95 per cent pure, as compared to 18k gold, which is 75 per cent pure. Moreover, platinum will never fade nor tarnish; it will retain its white colour for a lifetime.

The new range of delicate and precious platinum jewellery ranges starts from Rs. 9000 onwards.

Platinum Guild India Quality Assurance Programme

In order to assure consumers of the purity of platinum jewellery, Platinum Guild India Pvt. Ltd. has appointed Underwriters Laboratories (UL Inc, USA) to audit and monitor its Quality Assurance Scheme. Under this scheme, all authentic platinum jewellery in India comes with a Quality Assurance Card and bears the purity hallmark of "Pt 950" stamped inside the piece. This also serves as an assurance of a 'buy back' programme.



Look for the Pt 950 engraving
as a hallmark of purity on
every platinum jewellery

About Joyalukkas

Joyalukkas is a popular jewellery retail chain that has rapidly expanded its presence across India in the past few years. Today the jewellery retail chain has strongly marked its presence in the states of Tamil Nadu, Kerala, Karnataka & Andhra Pradesh and is also present in the cities of Mumbai, Puducherry, Guragon (Haryana). Joyalukkas employs a highly committed and trained team of over 2,300 employees across its various locations in India. The success and growth of Joyalukkas has been driven by its unstinting commitment to quality, a fact that has been widely recognized by its growing customer base.

Joyalukkas jewellery has won many awards and recognition for its excellent business practices and skilled jewellery retailing. The most recent being the Retail Chain of the Year and Best Single Store (Joyalukkas Chennai Showroom) at the 'National Jewellery Awards 2011' organized by the All India Gems and Jewellery Trade Federation (GJF), it has also been recognized for being The Highest VAT Paying Jewellery Group at the Kerala Gem and Jewellery Show organized by The Department of Industries and Commerce, Government of Kerala.

It is one of the consistently growing jewellery retail chains in India. Joyalukkas is currently operating 23 jewellery showrooms across India. Plans to open an additional 14 new showrooms are already in place, and Joyalukkas to complete the expansion plans by September 2013. Joyalukkas showrooms offer a wide variety of jewellery in Gold, Diamonds, Pearl, Platinum & Precious Stones. Some of the Joyalukkas showrooms also feature silver jewellery and silver items.

About Platinum Guild:

Founded in the year 1975, Platinum Guild International (PGI) is dedicated to promoting platinum jewellery to the consumers and the jewellery trade worldwide. Headquartered in London, PGI has offices in each of the world's major jewellery markets - China, Japan, Germany, India, Italy, UK and the USA. Mr. James Courage is the worldwide CEO for Platinum Guild International.

Platinum Guild International set up its India Office in September 2000, with head office in Mumbai and branch office in Chennai. Platinum Guild India runs a comprehensive marketing programme to build desire for platinum jewellery in India. It provides platinum Retail Sales Training and conducts a unique Quality Assurance programme to ensure quality and purity of platinum jewellery amongst consumers and trade.

For further details log on to: www.preciousplatinum.in

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