

## DIAMOND TRADING COMPANY PAYS TRIBUTE TO RAJMATA GAYATRI DEVI



ARISIA, the distinctive collection of solitaire diamond jewellery from Diamond Trading Company (DTC) is proud to be associated with the epitome of royalty in India, the remarkable Rajmata Gayatri Devi. DTC paid tribute to the Rajmata yesterday by unveiling an exclusive limited edition collection of diamond jewellery from its premium ARISIA range of solitaires in Mumbai yesterday at a glittering function. What makes the collection very special is that it is a limited edition of 200 of the finest solitaires, all sourced by DTC.

The impressive guest list read like the who's who of Mumbai- from the corporate bigwigs to Bollywood stars, leading sportspersons and other prominent personalities, which included Sir Ratan Tata, Harsh Goenka, MS Banga, Kunal Dasgupta, Leander Paes and Mahima Chowdhury, Sita Thompson, Vinod Advani, Tarun Tahiliani, Rashmi Uday Singh, Aleque Padamsee, Tara Sharma, Dino Morea, Sunil & Marshneil Gavaskar, Mike Khanna, Nusli, Mareen, Jeh and Ness Wadia, Tara Sharma, Dino Morea, Vijendra Ghatge, Sangeeta Kathiawada, Queenie Dhody, Sathya Saran, Jagjit and Chitra Singh and Farzana Contractor amongst others.

"I feel happy and honoured", said the Rajmata, amidst a standing ovation from all the guests who raised a toast to the enchanting royal lady. "After all, diamonds are a girl's best friends", she humoured on. The invitees enthusiastically participated in an auction of the first sparkling piece from the collection, as well as that of an exquisite painting of the Rajmata especially created for the occasion by celebrated artist Jaideep Mehrotra.

Named by Vogue magazine as one of the most beautiful women in the world, Rajmata Gayatri Devi has always enchanted people all over the world with her charm and grace. She truly radiates not just the core qualities of a solitaire - those of classic beauty and timeless elegance; but also has proven to possess invincible courage, vision as well as leadership qualities.



Arisia now offers women across ages the opportunity to experience the radiance and beauty of these highly exclusive solitaires from the Rajmata's very own personal collection. You can feel the light dance with unhurried grace as it reflects off a diamond solitaire that sits resplendently on a golden throne of intricately crafted designs- reviving our royal era again in its full glory. The collection comprises six ring, two earring and two pendant designs. The solitaire in each of the designs weighs one carat and is set in classic yellow gold with an antique finish. What is special is that initials of the Rajmata are engraved in the girdle of the solitaire diamond. This range has been inspired by the royal patterns and motifs from the Victorian, Edwardian and Mughal eras; which have been incorporated into the shank / gold band leading up to the solitaire in each design. Each piece from this collection is uniquely packaged in a sterling silver jewellery case with exquisite filigree work and comes with its own certificate of authenticity.

Since time immemorial, royalty has cherished diamonds as the ultimate symbol of love, power and wealth. Diamonds have always perfectly complemented the radiant personality of Rajmata Gayatri Devi, who until today continues to be the defining picture of Indian royalty. Said Devika Gidwani, Director, Diamond Trading Company, "We are proud to unveil Rajmata Gayatri Devi's signature collection from our ARISIA range of solitaire diamond jewellery. Similarities are often drawn between the elegant Rajmata and the most precious of gemstones, the diamond. Diamonds have always been objects of wonder and awe; symbols of strength, courage and invincibility- just what the revered Rajmata stands for. The select few women who will purchase pieces from this exclusive collection are sure to radiate the aura of royalty that each piece exudes impeccably".

Diamonds unquestionably have had a special place in Gayatri Devi's life, both before and after her marriage. Born the princess of Cooch Behar, Gayatri Devi became the Maharani of Jaipur after her marriage to Raja Man Singh (whom she called Jai). At the age of 19, she fell in love with the heir to the Jaipur throne and an internationally renowned polo player. On her secretive engagement to Jai, Gayatri Devi says, "He gave me a beautiful diamond ring and told me that I should not let anyone know it was a gift from him, but that I should wear it all the time. I laughed and said that nobody in his right mind would think that I had gone out and bought such a ring for myself. He started to laugh, too, and we decided that I should wear it only at night when I went to sleep... I even found a special pleasure in keeping it to myself and admiring it on my finger when I was alone."

