

## **The 59th Bangkok Gems & Jewelry shows off its Fashion Show with The Nine Jewels Finale**



The 59th Bangkok Gems & Jewelry Fair was now open for trade visitors to see Thailand's potential of gems and jewellery industry yesterday (Feb 22, 2017) in its grandiose opening ceremony jointly presided by Commerce Minister Apiradi Tantraporn and Department of International Trade Promotion (DITP) Malee Choklumlerd.

The fair's opening ceremony composed of an extravagant fashion show co-organised by Department of International Trade Promotion and Dr Anothai Cholchartpinyo, lecturer and jewellery fashion guru from Kasetsart University. The fashion show showed off Thailand's gems and jewellery products in four themes of the proudly presented The New Showcase.

The interestingly themed fashion show began by showcasing jewellery from “The Moment” – jewellery for wedding under Indian-themed wedding, following by “60+” – jewellery for the people of the golden age or people of 60 years old or more. The “60+” fashion show was joined by the country’s former popular model Kanchanaporn Plodphai and the coming-back model Rojana Phetkanha. The fashion show ended with spectacular finale titled The Nine Jewels – the jewelry of important cultural significance in Asian culture, comprising diamond, ruby, emerald, yellow sapphire, garnet, blue sapphire, moonstone, zircon, and cat’s eye.

At the fair, there were simultaneously a series of free seminars to educate Thai gems and jewellery entrepreneurs. One seminar that was worth speaking about was “GEM ID RENDEZVOUS” jointly organised by DITP, the Gem and Jewelry Institute of Thailand (GIT), and the Department of Mineral Resources (DMR).

Another interesting spin-off event also included a ruby contest, under “World Ruby Forum 2017”, with a highlighted charity event titled “Ruby Heart of Love”, where the organiser invited all stakeholders of the gems and jewellery industry to donate a total of 700 pieces of ruby in a shape of heart. The proceeds of the project would be donated to relevant foundations and Thai Medical Device Development Foundation (TMDD) under King Rama IX’s patronage.

The 59th Bangkok Gems & Jewelry will be open until February 26, 2017, at Challenger Hall 1-3, IMPACT Exhibition Centre, Muang Thong Thani. Trade days run from February 22 to 24, 2017, from 1000 to 1800 hrs, while Public Days on February 25, 2017 will be open from 1000 to 1800 hrs. The last public day will be open until 1700 hrs. For more information, please consult the fair’s official web site at [www.bkkgems.com](http://www.bkkgems.com) or call DITP hotline 1169.











