

# VOGUE

INDIA

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2019  
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ANUSHKA  
SHARMA

WOMEN *of the* YEAR  
2019  
(and the men we love)

# DIAMOND DREAMS ARE MADE OF THESE....

Did you know that not all diamonds are mined from the earth? Some are, in fact, grown using great skill in laboratories. Like those from jewellery label Limelight Diamonds. India's leading luxury lab-grown diamond label, the brand is responsible for bringing the rarest and purest type of diamond—the Type IIa—back into the limelight



It's true what they say—diamonds really are a girl's best friend. Their unmistakable sparkle and unmatched purity make them the ultimate symbol of love. But there are diamonds and diamonds.

Charting exciting new paths in the Indian diamond jewellery industry is Mumbai-based diamond jewellery label, Limelight Diamonds. The country's leading luxury lab-grown CVD diamond brand offers everything from rings and earrings to bracelets and pendants, all encrusted with the extremely rare and unbelievably pure Type IIa diamonds.

## **A unique type**

Founded by London School of Economics alumnus and former investment banker, Pooja Sheth, the brand offers Chemical Vapour Deposition (CVD) diamonds that are classified as Type IIa by diamond grading and verifying organisations, including the Solitaire Gemological Laboratories. But don't be mistaken—just because they're made in labs doesn't mean they aren't real; they replicate the traditional diamond creation environment and bear the exact same composition, properties and characteristics. Speaking of Type IIa diamonds, our country's had a long-standing relationship with them. And it goes back to the time of the maharajas and maharanis....

## **Aristocratic affiliations**

How often have we heard stories of Indian royalty carrying trunks filled with the finest diamonds to European ateliers to commission some very exclusive pieces? Tales tell of the Patiala necklace, created for Bhupinder Singh, Maharaja of Patiala, by the House of Cartier that was studded with a whopping 2,930 diamonds. Another speaks of the two magnificent 47-carat diamonds—famously referred to as the Indore Pears—that Yashwant Rao Holkar II, Maharaja of Indore, wore around his neck in artist Bernard Boutet de Monvel's striking oil on canvas work, *The Maharaja of Indore*.

Most of these chronicles reveal that a majority of these diamonds came from the Golconda Kollur mines in Andhra Pradesh, known to produce some of the most superior Type IIa diamonds. The rarest kind, representing only one to two per cent of all mined diamonds in the world, Type IIa's are coveted for their purity and brilliance, composed almost entirely of carbon, devoid of any nitrogen. The best example of Type IIa diamonds? The iconic 105.6-carat Golconda Kohinoor diamond! Other famous diamonds from the Golconda region include the blue Hope diamond, now in the United States of America; the pink Daria-i-Noor diamond in Iran; the Dresden Green diamond in Germany; and, back home, the Nizam diamonds.



VOGUE PROMOTION

“We are millennials, but we are also responsible for keeping our rich legacies alive. These diamonds reflect the brilliance of the jewels our ancestors wore whilst helping save the planet for future citizens. Is there a better combination?”

–JEMA MRINALIKA MANJARI BHANJDEO, Royal Princess (family) of Mayurbhanj, Orissa  
*Professional Yoga Guru*

“Today, everyone questions where and how you’ve sourced anything you wear or have bought. It’s comforting to know that, with these CVD diamonds, I can say exactly where they come from. Supporting a brand like Limelight that espouses transparency and craftsmanship comes easily to me.”

–JEMA AKSHITA BHANJDEO, Royal Princess (family) of Mayurbhanj, Orissa  
*Writer and Communications Professional*

“The idea of CVD diamonds is quite innovative and I think it’s going to take the industry by storm. The fact that this technology of producing Type IIa quality diamonds is being developed in India itself is truly the best way of reviving our Indian heritage, with a modern twist.”

–RAJKUMARI RAJESHWARI KUMARI, Royal Princess (family) of Patiala  
*Professional Shooter*

“Times have changed. As a young custodian, while I truly appreciate the heritage jewels of my ancestors, I also enjoy wearing minimalistic jewellery. I was very impressed with Limelight Diamonds’ latest CVD jewellery collection. It aligns well with my sense of style...and the fact that it’s pocket-friendly is the icing on the cake.”

–POOJA KANWAR, Royal Princess (family) of Darkoti, Himachal Pradesh  
*Student*

### Reviving past glory

With time, the many fables of these legendary diamonds died down to a whisper, as a result of which the Type IIa diamonds, too, faded into oblivion. Today, thanks to Limelight Diamonds, it’s enjoying its time in the limelight again. But it isn’t just their purity and rarity that make these CVD Type IIa diamonds special.

Says Sheth, “As resources get stretched and dwindle, the call of the hour is to use technology to create a new kind of heritage that is also conscious of the world and its ecological needs.” CVD diamonds are less harmful to the environment as they are made in laboratories. This makes them free from the hassles of mining, which, in the process, saves 109 gallons of water per carat and 2.63 tonnes of mineral waste per carat, too. Given that our most precious natural resources are depleting at alarming rates today, CVDs are certainly a more sustainable alternative. Better still, the lab-making process saves the label 50 per cent of their costs (no mining charges, remember?), the benefit of which is ultimately passed on to you, the customer. And all of this, without compromising on style, design and quality. Impressive much?

### A very royal affair

The brand’s eco-conscious approach has caught the attention of young Indian nobility, who are mindful of their carbon footprint. Four royal Indian scions, all inspired by Limelight Diamonds’ sustainable approach, have come together to launch the jewellery label’s inaugural collection of precious lab-grown CVD diamond jewellery. Dressed in ace Indian designer Samant Chauhan’s indigenous silk gowns from his Winter

collection, they have accessorised their looks with some of the most stunning pieces from the label’s collection, with the inimitable elegance and grace of their forefathers. And, in the process, shown how the brand’s jewellery lends itself wonderfully to the millennial woman of contemporary yet classy taste.

Mrinalika Manjari Bhanjdeo of Mayurbhanj, a yoga teacher, shows off an exquisite choker made of a row of perfect solitaires while her sister Akshita Manjari Bhanjdeo of Mayurbhanj, a writer and communications professional, delights in a pair of bold diamond-studded hoops. Shooting champion, Rajkumari Rajeshwari Kumari of Patiala, on the other hand, flaunts a beautiful solitaire string as a tiara and Pooja Kanwar of Darkoti, the youngest of the lot, adorns a pair of jaw-dropping diamond chandelier earrings.

Timeless designs that are every bit the picture of modern luxury? Check! Jewellery encrusted with diamonds that are sustainable? Also check! Suffice to say, then, that Limelight Diamonds’ Type IIa sparklers are what diamond dreams are made of.

REDEFINING BRILLIANCE  
**LIMELIGHT**  
HANDCRAFTED DIAMONDS

For more information,  
visit [Limelightdiamonds.com](http://Limelightdiamonds.com)