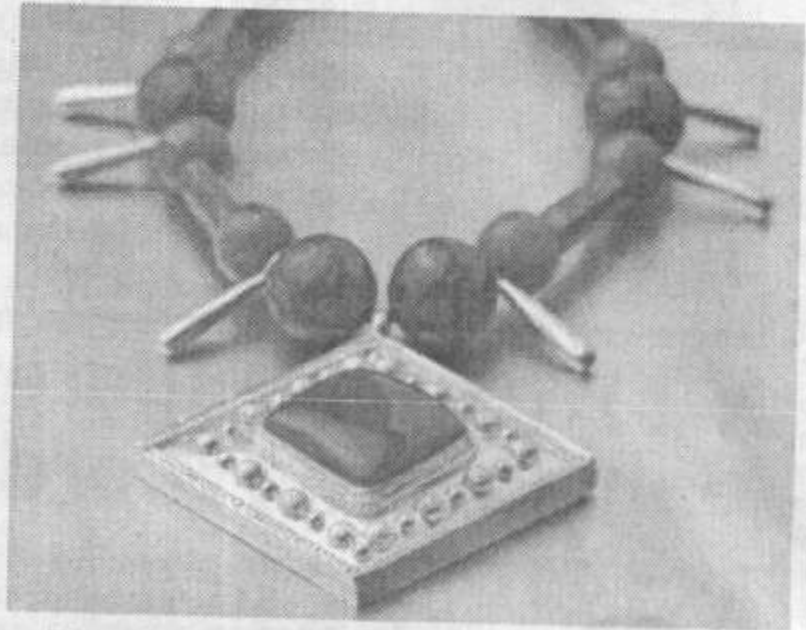


PNG launches wild Gold Collection

NASHIK

THE essence of an age-old culture, captured in gold. The spirit and soul of a deep-rooted society, manifested in designer ornaments. The aura and enigma of the tribal, recreated in a never-before collection. PNG launched its new collection "Wild Gold Collection" at its Canada Corner showroom in the city.

The Wild Gold Collection is based on the tribal culture of North-east India, a region of eight different States, each with an intrinsic character of its own – translating into ornaments that are just as exquisite. Wild Gold is an exclusive line of high fashion jewelry inspired by the tribal culture of India. It is high end jewelry and the range starts from 5 gms to 40 grams appr. about Rs10,000 - Rs 80,000. Its more for the younger generation, as the gold content is less and has more of threads and beads.



Though this is a purely traditional jewellery, motifs other than traditional are also available and so these designs can be worn on and suit western outfits and fusion look also. This particular jewellery is going to be available from yesterday.

The desire to explore one's traditional routes is on the rise. People value tradition and still go for traditional designs in jewellery.

This Bold & beautiful jewellery that Jewellery that is awesome, like the wild life of Assam. Enigmatic, like the clouded hills and dales of Meghalaya. Exotic, like

the flora and fauna of Arunachal Pradesh. Deadly, like the beautiful land and people of Nagaland. Classic, like the Ras dance of Manipur. Wonderful, like the orchids of Mizoram. Tantalising, like the Hozagiri tribal dance of Tripura. Mystique, like the Mahayana cult of Sikkim.

For the launch range of jewellery, they selected North-east India because it was a whole region of eight different states and, together, the only region in the country that was wholly tribal; and, therefore, provided a kaleidoscope of culture for inspiration.