

Press Release Contact Information:

Genie events
Genie Events & PR
Event Management
63, Bhogal, Jungpura
Delhi, Delhi
India, 110014
Voice: 9999794943
E-Mail: [Email us Here](#)
Website: [Visit Our Website](#)

Miss India World 2008 inaugurated De Lemon Fashion Jewellery showroom

Leading beaded jewellery company Banaras Beads Limited (BBL) launched its first Fashion jewellery Showroom " DE LEMON" in Delhi NCR

/24-7PressRelease/ - Delhi, India, July 16, 2008 - Leading beaded jewellery company Banaras Beads Limited (BBL) launched its first Fashion jewellery Showroom " DE LEMON" in Delhi NCR (Great India Place, Noida). Pantaloons Femina Miss India World 2008 Parvathy Omanakuttan inaugurated the new showroom in Great India Place and try out the stylish new designs.

De Lemon a unit of BBL is set to offer consumers stylish designs, a wide and unique range in beaded jewellery and Do It Yourself bead kits. They are specialist in fashion jewellery for kids, teenagers & adults with a USP to sell fashion jewellery at affordable price & introducing unique innovative idea called 'Do it yourself'. It's unique concept in which consumers can pick the beads and design their own piece of jewellery and showroom would also help out in the designs. They also take special orders to make accessories like beaded curtains, home cushions, beaded jacket for home furniture etc.

With a theme 'Jewellery for All', De Lemon has a wide variety of jewellery like necklace sets, bracelets, rings, anklets, earrings, belts, bags, etc. and also have few varieties of home furnishings. The showroom retail a wide range of beaded and glass jewellery in sync with latest trends and fashion. Customers can choose from exquisite in-house designs that come with a quality guarantee for the complete jewellery shopping experience.

Parvathy Omanakuttan, Pantaloons Femina Miss India World 2008 said, "De Lemon, the new line has launched as part of a long term effort to provide consumers with access to all their fashion accessory needs by creating a one-stop shop. I will pick four to five sets of De-Lemon Fashion jewellery & will wear it at the time of Miss World Beauty Pageant."

A K Gupta, CMD, BBL said, "We are happy to launch our first fashion jewellery showroom here at Great India Place, one of the biggest shopping mall in Delhi NCR. De-Lemon takes pleasure in being able to provide the best in designs and quality to fashion jewellery market that is both quality and design conscious.

He also added "We named it De-Lemon because Lemon is Fresh and our jewellery range is colourfull & fresh as lemon. Owing to robust demand for fashionable Jewellery in the country (for daily wear and as heavy fashion pieces), the company plans to open more & more De-Lemon outlets. After the success of our first Retail showroom in Delhi NCR, we are planning to open 100 more showrooms across the country. In future De Lemon Fashion Showrooms are coming up in Delhi NCR, Bangalore, Pune, Chandigarh, Hyderabad, Sri Nagar, Kerela, etc. We are also spreading our wings to Middle East countries simultaneously".

A wide range of beaded jewellery is displayed in De-Lemon, which is priced from Rs.9 to Rs.999. Other than large variety of glass and beads jewellery they also have other beaded accessories like belts, bags, coasters, bells. curtains, cushion covers etc starts from Rs.199 to Rs.999. The showroom also houses its own special corner called "Do it yourself Kits" for those fashion lovers who wants to make their own choice of jewellery.

Mr. Siddharth Gupta, Project Head, De-Lemon said, "Today people are becoming fashion conscious, women loves different jewellery with different wear. We have a wide variety of jewellery from simple to heavy; even a small girl of 7 years old can also come and select jewellery for her. De Lemon offers the latest trends for the budget-conscious consumer. "Our goal has always been to create a store for a targeted audience and avoid consumers the exhaustive searches it takes to find what's in demand. We have expanded on this concept by adding everyday jewellery and accessories that cater to all age groups who follow trends and demand a reliable source with modest pricing. With De-Lemon we want to reach to the core of India."

The latest styles and colors were not the only focus for the creation of this new category; De Lemon Jewelry also set the standards for the new selections by conducting private surveys with their existing customers. Key essentials that were addressed for the collection included quality, reliability, usability and pricing. De Lemon promises to further expand this

category more in the months to come.

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