

# Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

Dear Readers,  
Season's Greetings.

Here we are again, welcoming the festivities back into our lives. Wishing everyone Vinayaka Chaviti Subhkankshalu. Hoping this Vinayaka Chavithi will be the good start of the year that brings happiness for everyone and have all the blessings and love we seek from the Lord Ganesh. We introduced our Exclusive Ekadanta Collection which embedded Lord Ganeshha in various magnificent forms.



There was an Exclusive Jewellery Showcase to the people of Coimbatore. The exhibition kick started on 16th September and went on till 18th September. Showcasing the Hand-crafted treasures with hues of heritage and shades of contemporary designs exclusively curated by the well-known jewellery curator Ms. Aparna Sunku and inaugurated by our Director - Mr. Srinivas Chanda. The showcase witnessed the honour of many Kalasha's esteemed guests and customers.



## CELEBRITIES In Kalasha

### PAYAL RAJPUT

Actress Payal Rajput looking Gorgeous while adorning our Exqusite Diamond Jewellery collection.



# THE BYGONE ERA

## KASALUPERU – TIMELESS AND CLASSIC

The origins of the traditional South Indian Gold jewellery are often linked to the Hindu religion and temple culture in our country. The traditional gold jewellery is the most preferred choice of women when it comes to weddings, religious festivals and events and auspicious days. One of the most popular traditional gold jewellery styles among the South Indian women is the Kasu Mala. The story of its origins and the styles available are as intriguing as the design itself.

The literal translation of a Kasu Mala would be Coin necklace. It is a Malayalam word where Kasu means coins and Mala means neck chain/necklace. the mala is made using gold coins are attached to each other in such a way that they overlap each other ( a prominent feature in most of the designs. This is popular in other parts of South India and is known as Kasu Malai in Tamil and Kasulaperu in Telugu.



### History of Kasu Mala

Kasulaperu is an indigenous style of jewellery. Historians trace it back to the Andhra Ikshvaku dynasty of Bhattiprolu (Pratipalpur). The Nishka gold coin necklace which has been traced back to as far back as the Vedic period had become popular in Andhra. Kasulaperu, is thus, seen as descendant. Versions of it can be seen even today in sculptures from Amravati. The name Kasulaperu is itself traced to the Sanskrit word Karsapana, which was the ancient Indian currency and name for coin.

South Indian wedding is incomplete without a Kasulaperu adorning the bride. In fact, Kasumalas are a popular choice among women and girls for any special and auspicious occasions like Puja, thread ceremony, and marriages. The necklace is constructed using gold coins which are embossed with figurines of Hindu gods and goddesses. The Kasu or the coins often are inscribed with motifs of Lakshmi or Ram parivar. It is so valued that it is the preferred gift to brides at wedding. The length of it is often used to indicate age. By wearing it, it gives a certain dignity and sense of adornment to the neck. It communicates a feeling as if Lakshmi Devi is residing with you.



### K:alasha Fine Jewellery :

This exclusive necklace from Kalasha Fine Jewels is one of a kind of Kasulaperu haram. It is a heritage piece, encrusted with finely-cut diamonds. It is a contemporary piece designed to inherit the rich culture of Kasumalas. It is the perfect piece for the bride who wants to go traditional yet be contemporary.

Gross Weight: 113.800 gr.  
Approx price: 10 lakhs

# JEWELLERY TRENDS

## GEAR UP FOR THE FESTIVE SEASON

We are here at the beginning of the festive season. With back-to-back festivals like Navratri/Dussehra, Karva Chauth, Diwali and Chhath Pooja, we all desire to dress up and adorn ourselves to the most beautiful look for each occasion. So we are here with the most trending styles for you to embrace the festivities.



### Multi-Layered Necklaces

This gorgeous piece has been in style for quite a few time, but every season it is coming up back with a bang and latest designs for you to pair-up with any style of dressing. It is one of the biggest trends for this festive season. You can accessorize a simple lehenga or an anarkali by adorning it beautifully with layering multiple necklaces.



### Statement Earrings

Statement earrings are huge this season. You can adorn these statement pieces to create a minimalistic yet chic looks. With this jewellery piece, you seem effortlessly cool and classic.

### Traditional Kamarbandh

The quintessential kamarbandh of Indian heritage is one of the biggest jewellery trends for this season. They are eternally stylish and versatile and are perfect to complete your look this festive season.



## TESTIMONIALS



Apoorva Bejgam



## A HOBBY I'M PASSIONATE ABOUT

The one thing I have loved doing from my childhood is **Sketching**. Whenever I have had free time, I used to sit down with my sketch pad and started drawing. The thing which inspired me to make them into digital illustrations was 'Marvel Movies'. I love all the characters and the sets fascinate me a lot. I loved seeing them from my childhood and I still continue watch them as they inspire me a lot. Most of my creations are **Superheroes Inspired**. Whenever I'm having some me time or I'm really stressed out, I start sketching. Sketching either on paper or making illustrations on system, this hobby can truly define me as I just pour out everything I have in mind and it helps me clear my mind.



YOGESH MUNIGAL

EMPLOYEE'S  
**Talent  
Corner**



# CURRENT OFFERINGS

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### SWARNA KALASHAM MOBILE APP

A one-stop application where you can register and view all the scenes related to the Swarna Kalasham scheme. A very user-friendly application for the mobile logins and hassle-free payment gateways.

Here are a few of our beautiful offerings.

1. Heritage jewellery- inspired by royalty
2. Diamonds - A woman's best friends
3. Mango Mala - Reflects South Indian tradition
4. Nakshi & Temple Collection - For divine and exquisite look
5. Polki - The royal look of Rajkumaris
6. Guttapusalala haram - Trendy choice to look graceful and trendy
7. Pacchi Jewellery - Aesthetically designed and finely finished intricate art
8. Kaasula peru - Beautiful assortment reflecting work of art based on various traditions.

Every piece at Kalasha is an eye-catching work of art!

## FACTS

### DIFFERENT NAME, SAME STONE

One of the most interesting jewellery facts lies in nomenclature. Sapphires and rubies are the same stone. They're both made of the same mineral: corundum. The change in the stone's colour is due to trace minerals that each stone contains. Titanium and iron both result in a blue colour, giving birth to sapphires. A ruby's red colour comes from trace amounts of chromium in the stone.



Store Of The Year 2017  
By UBM



The Best Heritage Bridal Jewellery  
- Times Retail Icons 2018 -



Temple Jewellery Of The Year  
IJ Jewellers Choice Design Awards 2018



The Best Ring Design  
Award 2020

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Jewellery Certified By:

