

# Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

Dear Readers,  
Season's Greetings.

Wishing you all a very Happy Dussehra. As we all know Bathukamma is celebrated in Telangana, this time we at Kalasha also hosted the Bathukamma Sambaralu. It was celebrated with all the Ladies of the Kalasha family and our wonderful clients. It was a fun-filled event where we played Bathukamma and danced along the Garba and Dandiya beats. We launched our Exclusive Festive and Bridal collection this Dusshera.



We are happy to announce that we are the Winner of the Best Sterling Silver Artefact Award-2021, which was organized by National Jewellery Awards. We received it Royal Crafted Silver Nakshi box Engraved with Precious stones.



## CELEBRITIES In Kalasha

### Nivetha Pethuraju

Actress Nivetha Pethuraju looking absolutely stunning in our Navaratan Neckpiece.



# THE BYGONE ERA

## THE EVOLUTION OF JHUMKA

When we think of jhumka, we instantly think of beautiful jewellery that dances as we move. Jhumka is the name given to the bell-shaped earrings, reflecting the jingle they make as you turn your head. The word 'jhumka' roughly translates to 'bell' with most of the earrings we see today reflecting this heritage in their shape.

While their origins can be traced back to centuries-old temple jewellery, these timeless earrings continue to enjoy popularity in contemporary Indian culture with natural diamond and gemstone variants. We can trace the origins of jhumka earrings back to the ancient temples of the Chola dynasty when it was used in temple statues as early as 300BC. The deities in the temple were adorned with these jewels in tribute and recognition of their status.



The word 'jhumka' instantly evokes a picture of movement and fluidity. The name of this traditional bell-shaped earring, is after all, an onomatopoeia – meant to reflect the distinctive jingle that its suspended beads and adornments make with every turn of the head. The word translates to 'bell' or 'bowl', fittingly named after the silhouette's most significant feature.



### Source of origination

This beautiful pair of earring was first used as a part of Bharatanatyam jewellery set. It was used for Bharatanatyam dance form exclusively. Slowly it became a trend-setter to be adopted around the world and also saw an outstanding shift in designs with the combination of east and west cultures.

The exclusiveness and uniqueness has made it one of the lime lights among Asian originated jewellerys. Apart from making your entrance to weddings jaw-dropping, you can absolutely choose them for any event. Matching perfectly with any of your fashion wear, these can make you look royal and beautiful on your special day!

Today, jhumka earrings are likely to be a staple of one's festive and wedding season wardrobe. Its timelessness adds a traditional update to any given look, while its versatility allows for pairing with contemporary occasion wear too. It is the best of both worlds. You can also call it a marriage of something old and something new.



### Kalasha Fine Jewellery :

This beautiful pair of Jhumkas is inspired from the rich architectural marvels of South India. It is magnificently showcasing the spectacular symmetry along with intricate nakshi work.

K-GER-1477

Gross Weight: 67.150 gr.

Approx price: 4.3 lakhs

# JEWELLERY TRENDS

## A JHUMKA FOR EVERY OCCASION

Jhumkas are a quintessential Indian earring that originated as a lavish ornament during the royal era of the Mughals. They remain a traditional style that continues to attract every generation of South Asian descent. They can be found in your grandmother's treasured jewellery collection and at the same time spotted as the favourite among today's young ladies. Here are few of the trendy jhumka types -

### TIERED GOLD JHUMKAS

The tiered jhumka look is a beautiful jhumka design. The two or three step jhumkas adds a dash of glam and grandeur to the popular Indian design earrings. Jewellery designers recognize this trend and continue to innovate on this layered design every season.



### SOUTH INDIAN JHUMKAS

Traditional South Indian jhumkas also known as buttalu, usually feature a temple jewellery element, highlighting Hindu Gods in various designs. One of the rising trends, which includes Temple elements along with designs that feature **broader** domes. It adds the perfect sparkle to a traditional Pattu Saree.

### CHAND BALI JHUMKAS

This is where the chand bali meets the jhumka; by fusing both in the same earring, the combination results in ravishing statement jewelry. The striking design features jhumka drops combined with a crescent moon shaped hoop. These are the perfect earrings when you are looking to make a head turning impact with a minimal amount of jewelry.



### MEENAKARI MUGHAL JHUMKAS

Inspired by the queens of Mughal who were clad with kundan and pachi precious stones jewelry, this is a lavish accessory. The meenakari work (enamel paint) has been a traditional detailing, distinctive to Indian designs. Adding this vibrancy to the jhumka creates an opulent earring style.

## TESTIMONIALS



Gayathri Kanday



## A JOYFUL REJOICE

Trying new things has always been one of my favourite activities to do from my childhood. From my college days I had in my mind that I would try new adventurous activity and try to learn it perfectly. I tried my hands on many things like horse riding, para gliding, bungee jumping, kayaking, car racing and many more. But what gave me a lot of pleasure was kayaking, and I love it. So now whenever I find time, I go for kayaking and can say I've gotten grip on it.



SANTOSH KUMAR RUDRANGI

# CURRENT OFFERINGS

Shop at your convenience through **KALASHA'S**

**KALASHA FINE JEWELS**  
A TRADITION OF CRAFTSMANSHIP SINCE 1901

## Video Call App

- Conference Video call Shopping
- 4K Video Quality
- Browse through 1000's of Design
- Live Gold Rates

Download Now

HYDERABAD | VIJAYAWADA | BENGALURU

Download on the App Store | Get it on Google Play

### KALASHA - VIDEO CALLING APP

Take yourself and even your family through **KALASHA FINE JEWELS** magical world of handcrafted fine jewellery and never miss the boat to classy, high-end, exclusive fine jewellery - wherever you might be across the globe!

Download our App to schedule a video call now!

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. Guttapusala 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

### IN ANCIENT EGYPT GOLD WAS CONSIDERED TO BE "THE FLESH OF THE GODS"

Gold, in ancient Egypt, was believed to hold mystical properties; it doesn't tarnish or break down, and shimmers like Ra, the Sun God, and for that reason it was thought to be "The Flesh of The Gods". Kings would surround themselves in gold to show their closeness to godliness, and thousands of tons of gold has been buried with the Pharaohs. Brings a whole new level to those couture 'gold leaf' dining experiences!



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



Sterling Silver Artefact  
Award 2021

Visit Kalasha For Exclusive Jewellery In Diamond | Jadau | Gold | Platinum | Silver  
Banjara Hills, Hyderabad | MG Road, Vijayawada | Jayanagar, Bengaluru

Jewellery Certified By:

