

AN INFORMATIVE NEWSLETTER BY KALASHA

4th Anniversary! Yes, it's been 4 years since we have started sharing OUR TWO CENTS with you all. Kalasha's Newsletter was started with an intention to give you a sneak peek inside the brand and its innovations. Our newsletter includes story behind our exclusive handcrafted designs inspired from the bygone era, latest trends in jewellery and special offers which you definitely don't want to miss out!

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Kalasha bagged yet another award for its spectacular designs. Won “BEST STATEMENT JEWELLERY” by IJ Design Awards 2021 at Jaipur Jewellery Show and we were also finalist in two categories, *Best Bridal Design-Gold & Best Bridal Design-Diamond*. These awards are just an example of our brilliant craftsmanship and world class designs.



In the recent blockbuster Akhanda starring Nandamuri Balakrishna and Pragya Jaiswal, Kalasha Fine Jewels was the **EXCLUSIVE JEWELLERY BRAND PARTNER**. You can see the actress adorning traditional temple jewellery for a wedding scene and contemporary Jadau earrings for other look in a song sequence.



THE BYGONE ERA

GANDABERUNDA - A MYTHICAL TWO-HEADED EAGLE

The Gandaberunda also known as 'Berunda' or 'Iruthalaipakshi' is a mythical two-headed eagle. One of the most stunning designs in heritage Indian jewellery this motif has been associated with empire, power and dominion from ancient times. It is a form of Vishnu to fight Sharadha, a form of Shiva created to destroy Vishnu's lion-man Narasimha avatar.



Fig-01

This two-headed mythological bird, thought to possess immense magical strength is believed to be capable of fighting the forces of destruction. The bird is generally depicted as clutching elephants in its talons and beaks, demonstrating its immense strength. In some cases it is shown holding a snake in its beak. While most depictions show a symmetrical image similar to the double-headed eagle some images show it with long tail feathers resembling a peacock.



Fig-02

Popular in Indian sculpture, textiles and jewellery the Gandaberunda appears as an intricately carved sculpture motif in Hindu temples. At the Chennakeshava temple of Belur in Karnataka (India) the Gandaberunda is carved in stone as part of a scene of "chain of destruction".

Another sculpture depicting a Gandaberunda is found on the roof of the Rameshwara temple in Keladi (Shimoga District, Karnataka) the capital of the Keladi Nayakas.

The motif is also found in Indian textiles, seen in sarees on the body and pallu. In the Kanjivaram, especially where it is seen often this motif takes on a regal splendour, woven in rich gold zari or coloured silken yarn.



Fig-03

Text, Fig-01 & 02 - wikipedia
Fig-03 - thekojewelleryshop



Kalasha Fine Jewellery :

It is handcrafted in 22kt gold studded with diamonds, rubies and emeralds. The wings of the bird are designed to open up resembling flying bird with Radha Krishna residing in its heart. A beautiful garden scene is created inside the heart where the lord is resided listening to music played by gandarvas.

K-GNK-1981

Gross Weight: 221.900 gr.

Approx price: 14.25 lakhs

JEWELLERY TRENDS

ATTENTION GROOMS! JEWELLERY TRENDS FOR THE MR.

We cannot help but notice that the Indian bridal men's fashion has been evolving with time. The grooms of today have been more experimental with patterns and styles. The color wheel of fashion has spun & indicators have landed on the pastels & brighter shades this year. We expect to see more Indo-western elements, as well as a touch of layers to the traditional groom's ensembles this 2022.

Traditional designs to contemporary designs, golden nakshi necklaces to colourful beaded chains grooms are not leaving any stone unturned. Here are few groom's looks which can be sported during the different occasions of their wedding.



A classic – Pulligoru Pendant.

This piece is usually a heirloom piece in the family, with slight modifications it

Layer it up!

Multiple strands of colorful beads or luscious pearls can up your style game for any occasion.



Traditional touch.

Huge nakshi pendants with beads or pearl mala serve as a showstopper.



CELEBRITIES IN KALASHA

Gorgeous Sai Pallavi



Simplicity at its best, actress Sai Pallavi was recently spotted wearing nakshi jumkas and bangles for success meet interview of her recent release 'Shyam Singa Roy'.



EMPLOYEE'S Talent Corner

MY CHILDHOOD HOBBY - CRICKET

Cricket was the one thing which I loved playing right from my childhood. It was the one compulsory activity which i did after coming from school and college. I have been in the Winning team for two times of my Office Cricket cup. It gives me a lot of pleasure while playing and I'm very happy that I'm able to continue it even now. I hope to continue it in the future and never stop playing.



RAVI KUMAR

CURRENT OFFERINGS



NRI OFFERS

Kalasha Fine Jewels presents special NRI Benefits for jewellery exports

1. Get 13.75% off on gold rate.
2. GST and Duty free.
3. Hassle free Doorstep delivery.

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

STAR OF ASIA

One of the largest sapphires is known as The Star of Asia it is a large, 330 carats cabochon-cut star sapphire currently located at the Smithsonian National Museum of Natural History. The stone originates from the Mogok mines of Burma.



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



Best Statement Jewellery
by IJ Design Awards 2021

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