

# TWO\_CENTS

AN INFORMATIVE NEWSLETTER BY KALASHA

## MY TWO CENTS

Dear Readers,

Season's Greetings..!

Firstly, I extend warm wishes to all my customers and loved ones on Vijaya Dashami.

Second, it gives me tremendous pleasure to share that Kalasha has entered the city of Vijayawada, we've launched our new store at MG Road. Among the vast customer base that Kalasha has been blessed with, Vijayawada is one city which houses most of them. With personalized jewellery designing and customized collections, Kalasha continues to win many hearts in this city too.

Kalasha's all new ROYAL HERITAGE COLLECTION" launched on 24th October, 2018 is inspired by Royal Indian Heritage, art and history. The beauty and grace of our great Indian queens and princesses who paved their way to royalty with quintessential jewellery. Such is our inspiration and our designs artefacts. Intricately designed necklaces, harrams, jhumkis, bangles, waist belts, armlets and maang tikkas inspired by the nine paragons.

Added to the grandeur was the launch of an amalgam of richness by Dolphin Group and was presented in Kalasha's Exhibition Hall.

This month Kalasha showcased its finest at Fashion Yatra", Conducted on 11th October at, Taj Krishna Hyderabad. Our exquisite handcrafted jewellery was lionized by the crowd.

As Kalasha is well known for its heritage jewellery collection, we have been awarded Best Heritage Bridal Jewellery, 2018 by Times Retail Icon in Hyderabad 2018. CapsGold Group of Companies Managing Director Mr. Chanda Venkatesh & Director Mr. Sreenivas Rao Chanda received the award which was presented by prominent Bollywood actress - Miss. Swara Bhaskar

I hope you are enjoying reading this newsletter.

Kindly email your suggestions to [abhishek@capsgold.com](mailto:abhishek@capsgold.com)

Happy Reading!  
**Abhishek Chanda**  
Director  
Kalasha Fine Jewels



VIJAYAWADA  
STORE OPENING



ROYAL HERITAGE  
COLLECTION LAUNCH



BEST HERITAGE BRIDAL JEWELLERY  
BY TIMES RETAIL ICONS 2018





# THE BYGONE ERA

## THE IMPULSE TO ADORN

Amongst the many jewels with which the Indian woman adorns herself, the nose ornament (Nath) is perhaps the most seductive. Ornaments for the nose take on a variety of shapes ranging from tiny jewelled studs resting on the curve of the nostril, to large gold hoops that encircle the cheek with graceful pendant pearls dangling provocatively just above the upper lip.

As one of the symbols of saubhagya (marital felicity), the nose ornament crossed regional and communal boundaries and wearing a math became mandatory for married women. In Maharashtra particular the Nath became an elaborate and popular jewel, with pearls ingeniously clustered into auspicious shapes.

Historians believe that the nath was introduced to India around the 8th century during the Arab invasion of Sind. The Indian custom of boring the septum of the nose, still prevailing in the interior areas of the country which are less exposed to urban influence, is distinctly Arabic. The term nath possibly comes from the Prakrit word Natha, meaning a rope passed through nose.



The Hindi word naath also means lord, master and husband, which explains, or at least adds to the nath's significance as a symbol of marriage.

Wearing a nose ring acquired a variety of interesting connotations in different communities, apart from its indication of marital status. It was considered a mark of beauty in South India, and many mother-in-law to-be make it a condition to the selection of a bride for their sons!

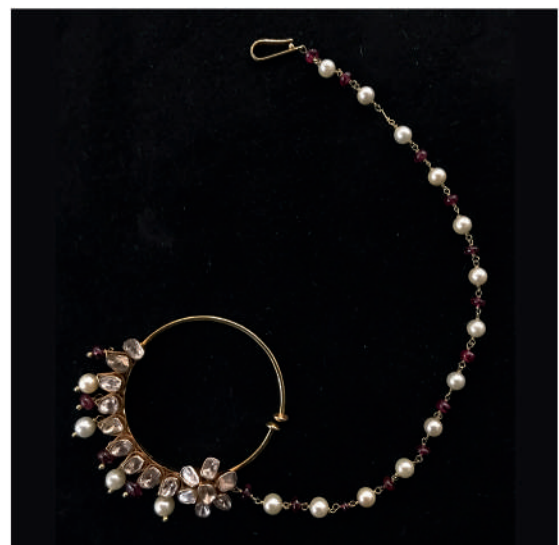
**NATH( nose-ring)**  
Maharashtra ;19th century  
National Museum, New Delhi.

Kalasha came up with an exclusive Nath design that are seen on special festive occasions testify the nose ornament's immense popularity not so far back in time. An Integral part of traditional bridal jewellery, is found at Kalasha now. This is now perhaps the only occasion on which today's urban woman wears the Nath, evoking it's powerful seductive charm.

**Naath @ Kalasha Fine Jewels**  
Price: INR 80,000/-  
Gross Weight: 15.64grams



**MUGHAL EMPEROR FARRAUKH  
SIYAR IN PALANQUIN.**  
Rajasthan, Kotah; 1720





## JEWELRY TRENDS

### MAANGTIKA, MAATHAPATTIS, HEADGEARS:

THESE ARE NOT JUST FOR BRIDES, BUT CAN ALSO HELP YOU STEAL THE SHOW DURING THE FESTIVITIES.

Jewellery is timeless but when it comes to trends, every season, occasion and era brings with it a wave of intriguing new designs. So make sure you are opting for the right pieces this festive season. The big jewellery trend to look forward is the different types of maangtikas or headgears.



Uncut polki with pastel meenakari: Uncut polki with pastel meenakari are in huge trend this festive season. It gives a traditional and royal look to every modern woman. It gives right balance between trendy and traditional.

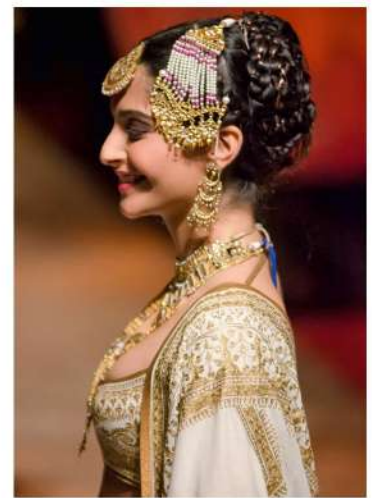
### GET INSPIRED AND CHOOSE AN AVATAR OF THIS GORGEOUS TRADITIONAL BRIDAL ADORNMENT THAT IS AS UNIQUE AS YOU ARE.

With the celebrity staple, the Passa (Jhoomar style maangtika) was a hit at the runway and the red carpet. It is a look that flatters universally. They can be teamed up with both western and ethnic looks.



The maang-tikka or chutki isn't just a sweet jewellery piece that the bride wore demurely. Today, brides don't mind wearing it bigger, louder and in more elaborate designs. Hair jewellery with floral designs seem to be the favourite.

To give a classic look, one can experiment the unconventional way by wearing a beautiful maang-tika or mathapatti. Stacking bangles or bracelets along with headgears creates a playful vibe to the attire.



## POINT OF VIEW

### TESTIMONIALS

#### CLIENT



Mrs C Varalaxmi - Eluru

you want, and does not rush the process. The custom work that you want done is not a problem for them to complete. Thanks for the great experiences, Furthermore, the customer service and friendly attitude of everyone in the store makes it a pleasure to visit. I will definitely be back, and suggest that anyone considering custom jewellery (or just off -the-rack) pay a visit to the great folks at Kalasha.

I guarantee you will not be disappointed!

I am proud to be the customer of Kalasha . It gives me an immense pleasure to showcase the exquisite collection I purchase from them.

The impeccable workmanship, time, and effort that went into crafting the jewellery amazing. The sales executive takes time with you to find out what

you want, and does not rush the process. The custom work that you want done is not a problem for them to complete. Thanks for the great experiences, Furthermore, the customer service and friendly attitude of everyone in the store makes it a pleasure to visit. I will definitely be back, and suggest that anyone considering custom jewellery (or just off -the-rack) pay a visit to the great folks at Kalasha.

#### CELEBRITIES



Mrs. Anasuya Bharadwaj



Ms. Harmann Kaur



## CURRENT OFFERINGS



### JEWELLERY MAKES WAY TO ETHNICITY WITH INSPIRATION STEMMED FROM ROYALTY AND EXCELLENCE

#### Bring Grandeur Home From Kalasha Fine Jewels

The Queens of Indian history, the ultimate epitome of art, talent and kindness also bestowed us with the inspiration for heritage jewellery. Drawing the designs from the inscriptions of history, Kalasha Fine Jewels brings you the 'Heritage Jewellery Collection'. Stones, gems, crystals and diamonds, each chosen with particularity, and crafted to embody regalia.

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!

## WORDS OF THE WISE

### #RESPLENDENT

Colourful and rich looking jewel that will elevate the look of Luxor and grandeur of the wearer.

### #GARISH

Investing a fortune in jewellery that is showy and loud is worth every penny spent.  
Lavish yourself in a look that steals the spotlight.

**KALASHA**  
FINE JEWELS

A Unit of CapsGold. Estd.:1901

VISIT KALASHA FOR EXCLUSIVE JEWELLERY IN DIAMOND | JADAU | GOLD | PLATINUM | SILVER

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JEWELLERY CERTIFIED BY: **GIA**  
SOLITAIRE



**AWARDED THE BEST JEWELLERY STORE OF THE YEAR 2017**  
FOR TELANGANA & ANDHRA PRADESH By UBM Retail Jewellers Guild Awards - Hyderabad

This content is for information purpose only.