

# Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

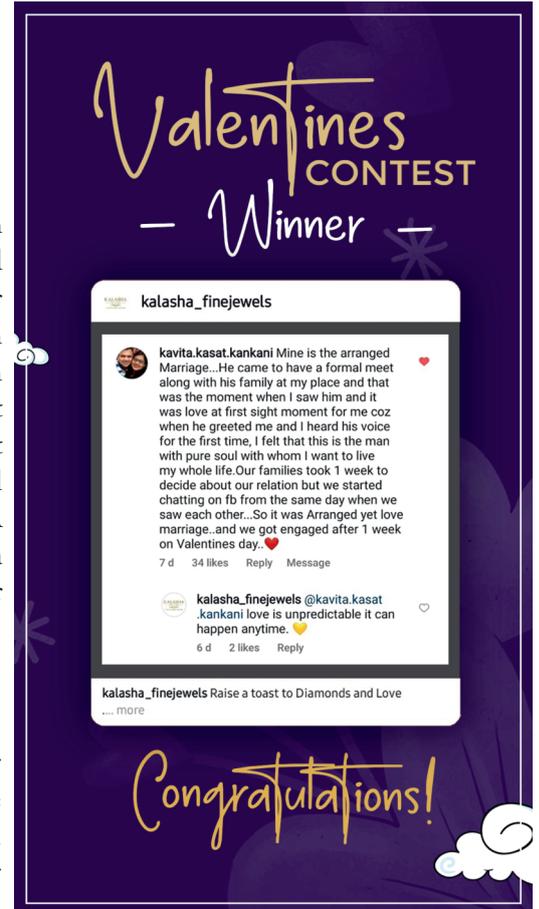
Dear Readers,

Happy February! Season of love has taken us like storm. Hoping you all had a fun filling and loving month.

They say true love lasts forever so does diamonds that's why, we have given 50% off on making chargers on diamond jewellery to celebrate the month of love. All our clients received a surprise as they walk in to buy their favourite jewellery. A sparkling range of diamond jewellery was on display.



Our lives are a combination of emotions and beautiful moments, we asked our followers to share one such moment in their life with their loved ones. The most liked comment on the post was chosen as a winner and the winner was, KAVITA KANKANI. She shared a beautiful memory of her marriage.



Wedding season is approaching and we are fully geared up with latest designs for your special occasions. Choosing right jewellery for your attire enhances the entire look. In the interactive live session on Instagram with the clothing brand SWATHI VELDANDI we have spoken on how to choose the right jewellery for your attire.



## KALASHA X SWATHI VELDANDI

A range exquisite Jadau jewellery was launched along with Swathi Veldandi's new collection. Check out beautiful collection on our Instagram page.



# THE BYGONE ERA

## ONE OF NATURE'S GREATEST MIRACLES – PEARLS

KNOWN AS THE “QUEEN OF GEMS”, PEARLS HAVE BEEN COVETED FOR CENTURIES AND KNOWN AS WORLD'S OLDEST GEM



Fig-01

Pearls were discovered before written history began, so it is hard to attribute their discovery to one particular time or place. We know that they have been worn as a form of jewellery for millennia thanks to a fragment of pearl jewellery found in the sarcophagus of a Persian princess that dates back to 420 BC, which is now on display at the Louvre museum in Paris.

Pearls were presented as gifts to Chinese royalty as early as 2300 BC, while in ancient Rome, pearl jewellery was considered the ultimate status symbol. So precious were the spherical gems that in the 1st century BC, Julius Caesar passed a law limiting the wearing of pearls only to the ruling classes.

### The Symbolism of Pearls

In many ancient societies pearls symbolized the moon and were imbued with magical properties. Ancient Chinese civilizations believed that wearing pearls protected a person from fire and dragons, and other cultures have associated them with chastity and modesty.



Fig-02

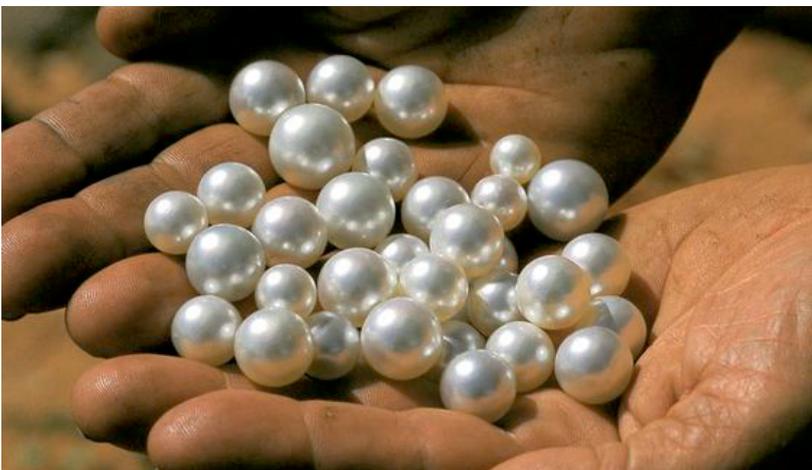


Fig-03

### Significance of pearls

Throughout the centuries, pearls have been associated with wealth, femininity, purity, wisdom, patience and peace. Due to their appearance, they have often been compared to the moon, and are said to have a calming, protective and strengthening effect on the wearer. These days, pearls are still regarded as a beautiful and feminine gemstone.

Text - [www.argylejewellers.com](http://www.argylejewellers.com), [www.brilliantearth.com](http://www.brilliantearth.com), [www.hattonjewels.com](http://www.hattonjewels.com)  
Fig-02 - [www.argylejewellers.com](http://www.argylejewellers.com)  
Fig-01,03 - [www.google.com](http://www.google.com)



### Kalasha Fine Jewellery :

This jhumka is a take of contemporary style on the traditional jewellery piece. It is beautifully crafted with lustrous pearls and inspired from the extravagance of nature and peacock. It is a traditional cum contemporary piece that can be carried on any outfit.

KDER-2331

Gross Weight: 59 gr.

Approx price: 8 lakhs

# JEWELLERY TRENDS

## THE ENGAGEMENT RINGS THAT WILL RULE 2022

From Solitaire to Gemstone, Yellow gold to White, Single stone to many – this wedding season, kick start your journey with the style which best defines you.



Fig-01

### Eternity Band Rings

Wearing multiple bands with different designs on the same finger is a major jewelry trend right now. There's no reason you can't apply this fashionable look to your bridal rings.



Fig-02

### Timeless Classic rings

Simplicity and elegance: a classic solitaire setting is timeless. The year doesn't matter – rings with one centre diamond have always been the most popular style for engagement rings.

### Coloured Diamond Engagement Rings

If you are into for something little bit less traditional, but just as sparkling, you should consider coloured diamonds.



Fig-03

### Diamond Halo Rings

What can be more luxurious, than an intricate halo of diamonds, embracing and accentuating the centre gem!



Fig-04



Fig-05

### Pear Shaped Diamond Rings

Pear-shaped gemstones make rings look both feminine sophisticated and sophisticated. The pear cut diamonds are the very image of style and grace.

### Not-so Traditional Ring

If you like to feel unique, and you are looking for a ring that is truly one-of-a-kind, you need a unique style ring. Alternative bridal designs are contemporary and fun. It is a reflection of the bride's unique style.



Fig-06

Text - [www.weddingforward.com](http://www.weddingforward.com)  
Fig-01,02,03,04,05,06- [www.google.com](http://www.google.com)

EMPLOYEE'S  
*Talent  
Corner*

### FROM HOBBY TO PASSION

I am into the jewellery field from a long time. I love doing my job as I get to learn new things everytime. So designing is one thing which has always fantasized me. I love creating new designs, by being inspired from various places and karigars. I try to recreate a new design by assembling the different gemstones and patterns.

A portrait of a man wearing sunglasses, a dark blue t-shirt, and light-colored trousers, standing outdoors.

-R. Santosh kumar-

A collage of four images showing various pieces of jewelry, including necklaces and earrings, featuring a mix of gemstones like pearls, diamonds, and colored stones.

# CURRENT OFFERINGS

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

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## 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

### PEARLS ARE THE ONLY GEMSTONE TO COME FROM A LIVING CREATURE

Although pearls are considered to be a gemstone, they are difficult to compare to others, such as rubies or diamonds. This is because pearls are actually the only gemstone to come from a living creature, with all others being created under the Earth's crust. The oysters they come from are also consumed as seafood, whilst the oyster shell produces mother of pearl, which is used to create accessories too.



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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Jewellery Certified By:

