

# TWO\_CENTS

AN INFORMATIVE NEWSLETTER BY KALASHA

## MY TWO CENTS

Dear Readers,

Season's Greetings..!

Every season becomes festive if you find time to enjoy life's simple blessings and the beauty of each quiet moment. Kalasha has never left a chance to make your life memorable and noticeable by its jewellery.

Sravanam gets all the more auspicious with brilliance from KALASHA. The campaign "Sravanam Elegance" was full of surprises for the in store shoppers; customers were thrilled and availed our offers which include 0% VA on Silver articles, NO Making and VA on Jadau jewellery and freebies.

With a great pride, I would like to express that, KALASHA was a part of "BRIDAL ASIA", Mumbai; a couture jewellery destination for to be brides in Mumbai. "Spice Your Jewel Box" – Add South Indian Flavour to it..! Campaign was curated and was well received by the audience. Our exclusive designer handcrafted deep Nakshiand Kundan jewellery with a blend of south inspiration was highly appreciated by the audience.

I am elated to share with you that a master jewellery piece, "Rani PadmaavathiHaar" which was mentioned in my earlier newsletter under the "Bygone ERA" is nominated as "Best Heritage Jewellery of the Year" at Retail Jeweller India Awards 2018, New Delhi.

For the upcoming Ganesh season I am honoured to introduce "EKADANTA Collection" inspired by Divinity and Elegance. The jewellery range starts Rs. 15,000/- includes pendants sets, pendants and necklaces which you will love to add to your jewel box as a sign of prosperity.

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



KALASHA @ BRIDAL ASIA EXHIBITION



HERITAGE JEWELLERY OF THE YEAR



# THE BYGONE ERA

## CASKET OF JEWELS



The Toilette by C.R. Leslie. In the Victorian painting a young woman pauses while dressing to admire the long necklace that she has just lifted from her jewellery box.

Originally, jewellery boxes were more similar to treasure chests, hence the term 'jewellery casket' being interchangeable with 'jewellery box'. The term jewellery casket is usually used when referring to a larger box, which would be considered slightly smaller than a chest, and usually raised on feet, rather than the base being flat to the surface which it rests on.

Jewellery boxes were in common use as early as 5000 BC in Ancient Egypt as the majority of Egyptians, male and female, wore jewellery. The Egyptians preferred material was gold, often encrusted with precious gems and as such, a secure, yet often well decorated box or casket was required to keep such items safe.

Jewellery boxes have triple role of protecting delicate pieces from damage and valuable pieces from theft and if possible of being decorative as well. Different balances of security and decorativeness have always been feasible, depending on individual requirements and wealth.



Queen Mary's jewels Casket, made towards the end of Seventeenth century, probably by the Bickford family, who were royal locksmiths (height 24.5/9.6in). Pf steel covered with crimson velvet and overlaid with gilt brass studs and blued-steel.

Kalasha came up with Jewellery storage which has always been incredibly important to jewellery lovers- from the earliest incarnations which were more akin to treasure chests; jewellery storage is primarily for the safekeeping of expensive items rather than for sustaining the quality of pieces.



Jewellery Casket @Kalasha Fine Jewels  
Gross weight: 6.2Kg  
Price: 11.5 lakhs

Storing jewellery is contemporarily based in keeping jewellery compartmentalised and maintaining order, rather than safety and protection of the pieces. It is rare for modern jewellery boxes to feature a lock mechanism or any form of security feature, as they are usually stored within secure homes in the present day.





## JEWELRY TRENDS

### EXPRESS IT. MAKE IT BOLD.!!!

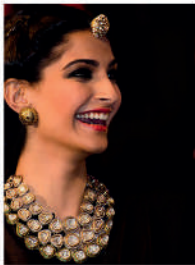
#### LIFE IS TOO SHORT TO BE BORING JEWELLERY

Jewellery, so often billed and sold as “timeless,” is not immune to the shifting tides of of-the-moment trends. The last few years have seen the bright resurgence of splashy, office wear-highlighting costume jewellery, only to watch it all fade into the horizon as tiny bands, dainty chains, and pinprick pendants took over, with the tiniest of gems conquering uncharted areas of the ear and whisper-thin bands circling all the way up a finger—an era where “ooh, it’s so delicate” was the highest compliment you could offer a friend’s accessory pick. But after a while (and after a fashion), a handful of threadlike gold doesn’t feel particularly fresh, and what was once so precious about it all now seems trite. The newlook, as ushered in by the runways and runway-adjacent style-setters the world over, is a whole genre of jewellery that’s bigger and bolder than the twee, nearly molecular garnet pendants of your youth, but still not large enough to be stamped “Big & Bold.”

#### THE SELFIE GENERATION’S LATEST TREND- STATEMENT JEWELLERY



### CELEBRITIES WHO ARE SWOORNING OVER STATEMENT PIECES



Celebrities these days seem to have put their inner minimalists to sleep, as we’ve spotted them sporting some seriously eye-catching pieces that we can’t stop swooning after.



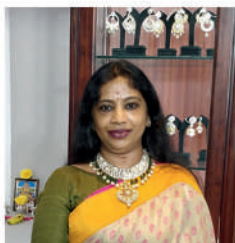
We all know the power a statement piece of jewellery holds when it comes to adding some drama to your look. And these days, it’s all about edgy, statement pieces as opposed to small, dainty ones.



## POINT OF VIEW

#### TESTIMONIALS

##### CLIENT



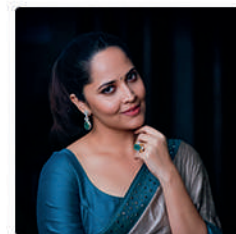
Mrs. Padmaja  
Sudharsan

Thank you’ is a very small word for everything that you have done to make our evening unforgettable. We are extremely delighted with the arrangements you made for us. The service was superb, morally reflecting Kalasha’s standards. This was one of the best moments of our lives. We never return empty handed from Kalasha because of the unique designs and transparency in business. You people are simply great.

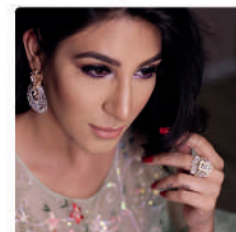
Very welcoming and energetic staff with full of enthusiasm. The exhibition was well organized. Entire evening was done up systematically. Wish to have more such events as customers will be aware of the new collection. One of the best bridal and diamond collection I have seen.

I will make a visit to Hyderabad soon, I would love to check out your collection at your store.

##### CELEBRITIES



Mrs. Anasuya Bharadwaj



Ms. Harmann Kaur



## CURRENT OFFERINGS



**KALASHA**  
FINE JEWELS  
A Unit of CapsGold. Estd.:1901

**0% VA CHARGES**  
ON SILVER ARTICLES.

**0% MAKING CHARGES**  
ON GOLD JEWELLERY

**FREE GOLD COIN**  
ON PURCHASE WORTH 1LAKH

**SRAVANAM ELEGANCE**  
15<sup>TH</sup> AUG. - 15<sup>TH</sup> SEP.

ROAD #10, BANJARAHILLS | TEL: 91-40-23316677

### AUSPICIOUSNESS FINDS PLACE WITH THE FINEST.

**Embrace the Elegance of Sravanam by Kalasha Fine Jewels.**

The auspiciousness of the season reflects in the finest of jewellery. Varalakshmi Vratam is the presiding deity of opulence. Kalasha hosts exquisitely designed Lakshmi Haaram, Kasu Haram and Lakshmi pendants to embrace your elegance. Silver Pooja Items, Household Items, Utensils, Antique Silver, Pooja Mandir, are highlighted this season.

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

### #VERSATILE

A jewel now owned will be old-fashioned and out-of-trend after a while.  
Hence, versatile jewellery has to be your go-to option.

### #JEWEL BOX

Pick jewellery to fill a box of jewels which will your treasure passed down to generations.

**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**  
SOUTAIRES



**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.