

# Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

Dear Readers,

Hope you all are doing amazing, summer is finally getting over hope you got to enjoy your share of the tasty mangoes and overwhelming summer weddings

With the divine blessings of lord Komaravelli Mallanna Swamy we present you the moustache made in 22kt pure gold as an offering to the deity. This crafted piece weighs around 220 grams studded with precious gemstones. We wish lord Mallanna showers his blessings on all of us.

This Father's day we celebrated all the fathers. We tried to show the joyous journey we have with our dads since our birth. They our strongest pillar of support throughout our life. Scan here to check out our video dedicated to the superhero named as dad.

<https://www.instagram.com/p/Ctlz79vAjY/>

After constant request from our clients we were back with our extraordinary exhibition at Rajahmundry. Brides-to-be and jewellery enthusiasts were seen shopping at the exhibition. We are extremely happy with the positive response from the clients, we wish to come back soon.



Check out latest collection on our Instagram. Did we tell that you can get your favorite jewellery at your door step? Call us on: +91 93939 92499 to know more details.

[https://www.instagram.com/kalasha\\_finejewels/](https://www.instagram.com/kalasha_finejewels/)

# THE BYGONE ERA

## THE FASCINATION OF CHOKER NECKLACES

Chokers have been embraced since the start of the earliest human civilization. They have been around us for almost a thousand years now. Chokers have been around for centuries, going as far back as the royal Pharaohs of ancient Egypt, and were favoured too, by certain queens of England. The initial chokers were of hammered gold, or strung with pearls and diamonds, while others consisted of a simple red ribbon obtained at the market.

The history of chokers is long and fascinating, with plenty of glamour, drama, superstitions, and gender-bending, making this simple piece of jewellery, everything but simple!



Fig-01

### What Does a Choker Necklace Represent?

Throughout history, chokers have been portrayed using various metaphorical connotations. Currently seen as a strong fashion statement, they are laden with profound historical significance. Having said that, remember that from ancient Egypt to the 21st century, the meaning of choker necklaces has evolved significantly.

These necklaces represent various things instead of just one. The contrasting meaning and symbolism behind this necklace style over different times in history are almost staggering. Many believe the style originated in the 1790s during the French Revolution. The martyrs' women wore red ribbons as a tribute to those who died. But there are also references to Anne Boleyn, Queen of England, wearing chokers in her portraits during her reigning era (1507-1536). This was much before the French Revolution. While in the 1960s and 70s, chokers were worn as slave collars, the Victorian Era witnessed

the Royals proudly flaunting chokers as regal accessories. Several portraits of Queen Victoria (1819-1901) showcase her adorning a choker necklace in her looks. Taking inspiration from the Queen, many wealthy socialites and high-profile dignitaries of the time started wearing chokers as a mark of their social status. Their choker necklaces were bejewelled with diamonds and other sparkling stones.

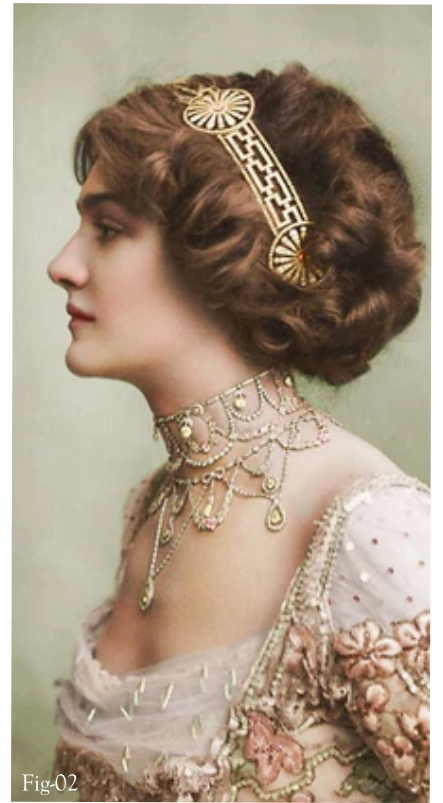


Fig-02

Fig-01,02 - [www.google.com](http://www.google.com)

Text - [www.gabrielny.com](http://www.gabrielny.com) [www.bustle.com](http://www.bustle.com) [www.gatsbyjewellery.co.uk](http://www.gatsbyjewellery.co.uk)



### Kalasha Fine Jewels

This majestic choker from Kalasha Fine jewels is inspired from the symmetry of Art-Deco chokers. The choker effortlessly sets on any neck and elevates the neckline gracefully. The choker is beautifully crafted with single-stone Polkis and Emeralds.

#### K-JNK-0510

Gross Weight: 246.690 Gr

Approx price: 24.62 Lakhs



# JEWELLERY TRENDS

## THE GAME-CHANGER FOR ALL THE EXPERIMENTAL LADIES – LOVE FOR PASTELS

From bridal outfits to wedding decor, Pastel colours have become our first pick-courtesy because of their refreshing colour palette and eye-catching hues. As we all know the charm of traditional gold and diamond jewellery is undeniable, you have to check out the latest trend of pastel bridal jewellery. It is becoming a hot favourite among all the brides-to-be, these gorgeous gem-studded jewellery pieces totally deserve all the attention. So, if you are looking forward to some offbeat addition in your bridal look, you should definitely check out our latest jewellery pieces in pastel hues.

### The Pastel Duo

This alluring necklace beautifully compliments any dress, whether be it traditional or an evening cocktail gown. It is beautifully studded with the perfect pastel shades of green and pink.



### The Pastel Pink edit

This statement necklace is mesmerizingly studded with single stone polkis and light-shaded and carved rubies. This necklace makes a striking look when paired with any outfit.

### The Charming Greens

This necklace is an absolute show-stopper for all the diamond lovers. A dazzling piece for all the brides who would love to slay the way on their big day. A mesmerising piece for you style with any diamond haram.



### The Calming Blues

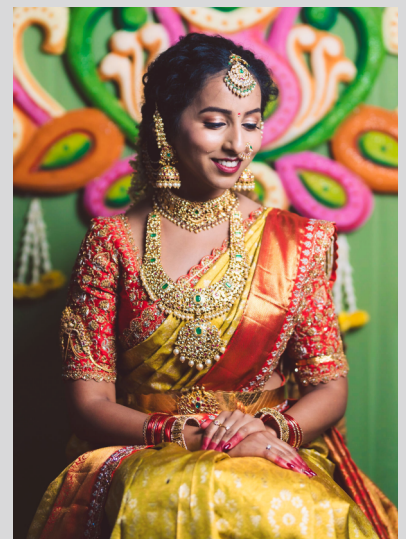
This choker is definitely for the ones who are sea-lover. This gemstone has an extraordinary colour which is alluringly set with sparkling diamonds.



## CLIENT DIARIES



-Mrs. Vinathi -





# CURRENT OFFERINGS

**KALASHA FINE JEWELS**  
A Unit of Gamaloka, Kalyani, 1981

**Let Your SAVINGS  
Grow in RIGHT DIRECTION...**



**Swarna Kalasham**  
- SAVINGS SCHEME -

Download Our App on  
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HYDERABAD | VIJAYAWADA | BENGALURU

## SWARNA KALASHAM MOBILE APP

A one-stop application where you can register and view all the scenes related to the Swarna Kalasham scheme.  
Get exclusive members benefits when enrolling in the scheme.  
No Making Charges on Gold Jewellery  
No Making Charges on Jadau Jewellery  
No Making Charges on Diamond Jewellery  
No VA on Silver Articles

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. Guttapusal 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

### Healing Properties

During the middle Ages diamonds were thought to have healing properties able to cure ailments ranging from fatigue to mental illness.



Store Of The Year 2017  
By UBM



Temple Jewellery Of The Year  
IJ Jewellers Choice  
Design Awards 2018



Sterling Silver Artefact  
Award 2021



"Leading Legacy Jewellery  
Store of The Year"  
Kohinoor Award 2023



The Best Heritage Bridal Jewellery  
- Times Retail Icons 2018 -



The Best Ring Design  
Award 2020



Best Statement Jewellery  
by IJ Design Awards 2021

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

Jewellery Certified By:

