

TWO_CENTS

AN INFORMATIVE NEWSLETTER BY KALASHA



MY TWO CENTS

Dear Readers,
Season's Greetings..!

Our thoughts turn gratefully to those who have made our progress possible. It is in this spirit that we say... Thank you and best wishes to all the esteemed clients of Kalasha Fine Jewels for making us a part of their life occasions. We wish all the newly wed couples a blessed life. May they all be wrapped up with cheer and filled with celebrations. Kalasha Fine Jewels has been a part of at the India Runway Week. Our exclusive collection of jewellery has complimented leading Hyderabad based designer Shravan Kumar's elegant outfits. The India Runway Week - Summer Edition 2018 was held on 21st April, 2018 in the capital city, New Delhi. The outcome was really captivating. As you already know, Kalasha has recently turned one. We are delighted to share our joy with our mega lucky draw winner Mrs. Jamuna Venkatesh who won an all expenses paid trip to Switzerland as a part of our 1st Anniversary celebrations.

Coming to current scenario, temperatures are on the rise, and so is our love for the season's jewellery trends. Barely-there dainty jewellery is creating impact during this summer.

Leave a mark with your everyday appearance during this Summer with some dainty daily wear collection by Kalasha Fine Jewels.

Accessorizing doesn't have to be stressful. This summer, we are focusing on making it cool for you with bright light weight jewellery. So, no stacking, layering, or piling up now. Look charming effortlessly with our trending collection.

We are very excited to introduce summer collection jewellery at Kalasha .

I hope you are enjoying reading this newsletter.

Kindly email your suggestions to abhishek@capsgold.com

Happy Reading!

Abhishek Chanda
Director
Kalasha Fine Jewels



Kalasha at The India Runway Week - Summer Edition 2018
@New Delhi



THE BYGONE ERA



Monica Vitti from 1965, wearing “Seven Wonders” necklace
crafted in platinum ,emeralds and diamonds

Even when gemstone combinations continued to follow the conventional traditions of Paris, the jewels relied on tighter arrangements, thus achieving smooth counters with bolder and more compact designs. This style is exemplified in the magnificent emerald and diamond necklace nicknamed the ‘Seven Wonders’. Instead of using the marquise cut, pear-shaped and brilliant cut diamonds commonly found in Parisian jewels, the necklace was studded with round, brilliant-cut trefoil motifs to trim the piece.

SEVEN WONDERS Women’s place is everywhere

As memories of the war faded into the past, a reconstructed Italy began to flourish during 1950’s and was seen booming by 1960’s. Life had become easier; the American ‘comfort lifestyle’ had made its way to Europe. By 1962 an Italian style in jewellery making had started emerging. As Italy launched its own style of jewellery designs, that was the time where Seven Wonders necklace design came into existence and became very much popular, representing seven stones around the neck as Seven Wonders, a perfect name for an elegant jewel worn by women.



Seven Wonders Necklace with
earrings and ring set.



Seven Wonders Necklace
available at Kalasha Fine Jewels



Seven Wonders Necklace (1961) - Platinum with
emeralds 39.7x4cm Heritage Collection

GLITTERING FORECAST

Spot Gold Exchange May Take Shape This Year, SEBI Expected To Regulate

Opacity in gold prices in the country is likely to prompt the Centre to bring out a regulatory framework for a spot gold exchange in this calendar year itself. The industry, which is closely working with the government in this regard, is hoping that the Securities and Exchange Board of India (SEBI) would regulate the bourse.

“As India does not have bullion banks and Indian imports and recycling are done as over-the-counter (OTC) transactions between bullion traders, jewellers and consumers, and with banks’ role limited to that of canalising agents for imports, we are yet to develop a trading infrastructure that could make prices transparent across the country,” said Somasundaram PR, Managing Director, India, World Gold Council (WGC).

A spot gold exchange is expected to bring in much-needed standards like good delivery and price transparency. It would also encourage ease of trading and smooth access to gold for MSME jewellers and eventually benefit the entire supply chain. “Government will facilitate with a regulatory framework for spot gold exchange. It has to be done by the industry and industry participants are now actively engaged in making this happen,” MD said.

“We expect this to happen soon.” “But the needs of the trade, the infrastructure, the rules and regulations needed to make the spot gold exchange work. The enablers, the expectations — these have to be defined in consultation with the industry,” said Somasundaram. He added that this had to be an inclusive exercise that would address the perspectives of all stakeholders — the consumer, the trade, the banks and the government. “Such a blueprint should precede seeking government support for regulatory reforms to make this happen. India needs a robust spot trading exchange to make gold an asset class and for GMS to be successful.”

POINT OF VIEW

TESTIMONIALS



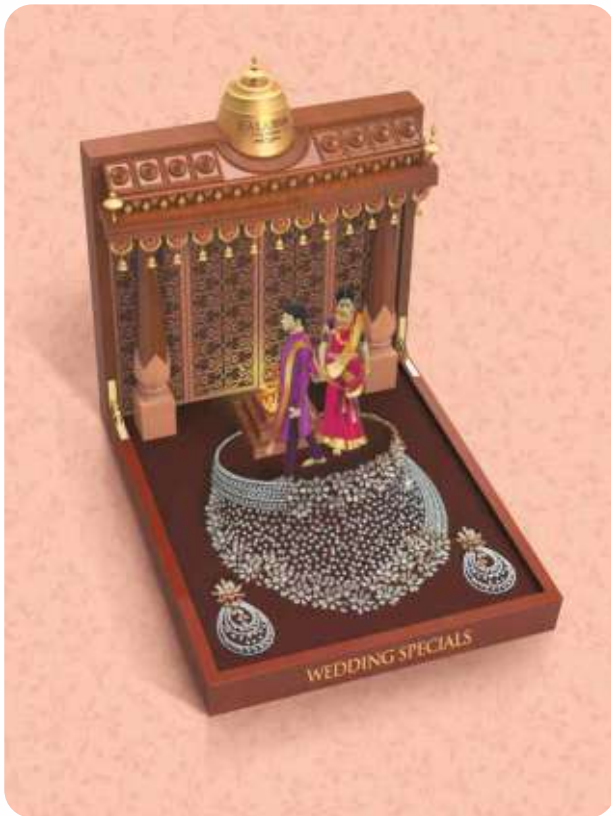
Mrs. Jamuna Venkatesh

I thank Kalasha Fine Jewels, a fantabulous store I ever visited in Hyderabad. I express my gratitude for declaring me the lucky winner of the mega draw over their first anniversary celebrations. Though it was a random play, it was definitely unexpected and I’m really excited about it!

My heartbeat accelerated as I was declared the winner! I am very excited about Switzerland trip offered to me. Kalasha fulfilled my desire of visiting Swiss, which I have been longing for. I can’t wait more, I am counting days to go on the vacation.

I will surely recommend everyone to visit Kalasha Fine Jewels, a place which wins customers heart with authentic designs of jewellery, plush interiors and best customer service.

CURRENT OFFERINGS



UNVEILING A TREASURE OF MEMORIES,
FOR NOW...FOREVER



Bridal Jewellery - Our exclusive wedding collection 'Pavithram' has been an emotional adornment in splendid pre-wedding, wedding and post-wedding ceremonies of many beautiful brides, grooms and their families. New additions to the collection for upcoming wedding season is enthralling buyers. From heavy exclusive wedding jewellery sets to simple solitaire rings, Kalasha has got everything to offer for the most auspicious moment of your life.

Here are a few of our beautiful offerings.

1. Diamonds - A woman's best friends
2. Mango Mala - Reflects South Indian tradition
3. Nakshi & Temple Collection - For an divine and exquisite look
4. Polki - The royal look of Rajkumaris
5. Guttapusala Haram - Trendy choice to look graceful and elegant
6. Pacchi Jewellery - Aesthetically designed and finely finished intricate art
7. Kaasula Peru - Beautiful assortment reflecting work of art based on various traditions.

WORDS OF THE WISE

#CARE

Buffing or rubbing jewellery with a soft chamois cloth helps restore the shine of it.

#STYLE

Co-ordinate smaller accessories with statement pieces by keeping them simple and sticking to the same colour or metal.

KALASHA
FINE JEWELS

A Unit of CapsGold. Estd.:1901

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SOLITAIRE



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

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