

# Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

Dear Readers,

Seasons Greetings,

It's that time of the year again where love is filled in the air, February it is! The most lovable month of the year. Kalasha Fine Jewels launched its gifting collection with products starting from Rs.10000. from pendants to chains to earrings to rings the collection has it all. These are the perfect choice to gift your loved ones.



## DOCTOR'S EVENT



Time group in association with Kalasha Fine Jewels organised "Fertility and gynaecology conclave south" in HICC Novotel, Hyderabad. Many noted people from the obstetrics and gynaecology society participated in the event. Kalasha Fine Jewels have offered an exclusive leap year offer in honour of all the doctors present there for their exceptional work in their field.

## CELEBRITIES AT KALASHA

Actress Manchu Lakshmi and Manchu Viranica (w/o Manchu Vishnu, actor) were seen adorning precious jewels from Kalasha Fine Jewels. Playful designer neckpiece in amethyst and natural pearls studded with diamonds was worn by Manchu Lakshmi. Viranica, on the other hand, looked classy and gorgeous in diamonds and emerald choker with layered diamond saathlada.



Lakshmi Manchu

## THE MANCHU LADIES



Viranica Manchu



"WIN A SOLITAIRE" contest was the most exciting part of the conclave. Doctors tried their luck at our counter by dropping in their cards at the dropbox. Dr Tejaswini was one lucky lady from the lot.

# THE BYGONE ERA

## VICTORIAN ERA

The Victorian era is without a doubt, the most influenced, and influential eras of antique and estate jewelry. As with most estate jewelry, the era is defined by the British monarch, in this case, Alexandrina Victoria, Queen of the United Kingdom of Great Britain and Ireland, as well as the Empress of India, years 1837-1901. There are 3 time periods within this era. First, the early, Romanitic period, which is soaked in traditions, natural motifs in gold and silver, clear stones only being worn during the day and colored gems by night.



Charlotte of Mecklenburg-Strelitz

The second being the Grand or Mourning period, which coincides with the death of Queen Victoria's husband, Prince Albert the consort, who died in December of 1861 from typhoid fever, later assumed to be mis-diagnosed and in reality some sort of progressive cancer. Victoria was devastated by this loss, even with the rumors of his affair with Irish actress Nellie Clifden. The period of Victoria's mourning included large, dark, somber, yet dramatic jewelry, with a lot of black onyx, jet, amethyst, garnet and golds.



This lasted until 1880's, when the aesthetic period of jewelry began. The Late Victorians utilized more complex and feminine motifs, returning to the natural, including many floral and celestial designs, with more decadent stones, such as sapphire, ruby, zircon, and of course diamonds, lasting until the turn of the century. The Victorian era of jewelry includes many movements found around the world, including revivals such as the Etruscan and Egyptian as well as the Art Nouveau and Arts and Crafts design movements which lead into the beginning of the twentieth century.



The jewellery and architecture were majorly inspired by nature and we can see a lot of floral and celestial designs with feminine forms. This beautiful piece captures the royal and vintage of the Victorian era. Its forms are inspired from of the jewels of the royals and is studded with brilliant-cut diamonds in pave setting, bright uncut diamonds droplets adding an extra grace to the necklace. Emeralds in the necklace act as lovely focus points and the choker piece with hangings beautifully sit on your neck.

Gross Wt.: 153.100 gms  
Net Wt.: 146.512 gms  
Approx. Price: 21.80 lakhs

# JEWELRY TRENDS

## FASHION AND TRADITION

Perfectly worn jewellery doesn't just compliment our clothes; it also completes our overall look. The only thing constant in the jewellery industry is experimentation. So it can be daunting to keep up with trends that change with each new season. Especially in India, we have such diverse types and styles of jewellery that finding a balance with varied wardrobes for different occasions is a difficult task. 2020 will certainly be the year of edgy and elaborate jewellery pieces that make a statement. While contemporary pieces have ruled the market in recent years, the focus this year will be on Indian designs and their variations.



### DELICATE STYLES

While statement pieces are always great, this season also belongs to delicate jewellery. From studded anklets as a classic yet modern piece of accessory to a stunning and erudite pearl earring, there are many options. An elegant necklace that accentuates a woman's neck is a good idea. Also, there's nothing which adds more grace to any look than pearls. Watch out for small-sized pearls on rings and hoop earrings with a pearl in the centre and more if you want to add subtle glamour to your appearance. Simple studs, pearl earrings, Swarovski are the talk of the town this season. Re-imagine your old strand of pearls with these trendy silhouettes. Crystal will also rule this season. From delicate pearl hoops to ear cuffs and bracelets, the classic pieces are getting a modern makeover suited for millennial women.

### EXPLOSION OF COLOURS



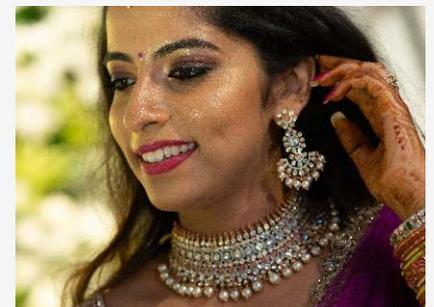
Owning coloured jewellery in your collection is always helpful, as it can quickly lend vibrancy to a simple and monochrome look. It can also match the hues in different colourful outfits. Nude tones might be in trend when it comes to makeup, but jewellery is all about bold colours. Therefore, neon jewellery is trending as a show-stealer now.

### TESTIMONIALS



#### Happy Clients

I just wanted to say WOW and thank you to everyone involved in making my engagement Necklace. Ramesh and the others at your store were extremely helpful and made everything go smoothly. I must say my product was gorgeous. I cannot stop looking at how absolutely beautiful it is



I have had so many comments on the necklace already. The prices and quality of your merchandise cannot be beat! I would recommend you to anybody for their jewellery purchase and my Fiance already plans to buy future gifts from you. Thank-You to all of you!

# CURRENT OFFERINGS

www.kalashajewels.com

**KALASHA**  
FINE JEWELS  
GOLD | DIAMOND | JADAU

It's TIME  
To EXCHANGE!  
YOUR  
*Old Gold*

GET **100%**  
EXCHANGE VALUE  
ON OLD GOLD.

HYDERABAD | VIJAYAWADA | BENGALURU

## 100% EXCHANGE VALUE.

It's time to exchange that old gold lying in your lockers. Kalasha Fine Jewels is providing you an offer like never before. Get 100% exchange value on your old gold.

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!

## FACTS

The gems and jewellery industry occupies an important position in the Indian economy. According to the report issued by India Law Offices, it is a leading foreign exchange earner, as well as one of the fastest growing industries in the country.

## AWARDS & ACCOLADES



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

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

Jewellery Certified By:

