

# Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

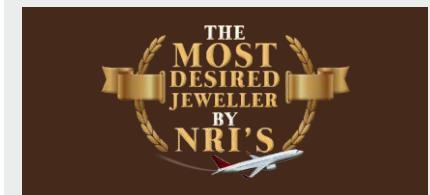
Dear Readers,

A very happy new year to you all. Hope this year gives you a lot of opportunities to explore and grow. Kalasha Fine Jewels is celebrating three years in spreading knowledge through "my Two Cents" newsletter. We have started our newsletter in December 2017 so that you don't miss an update about us. Along with the new collection details, offers and exhibitions we also provide information on what is the latest trend in jewellery, our take on the traditional heritage jewellery and some interesting facts about jewellery.



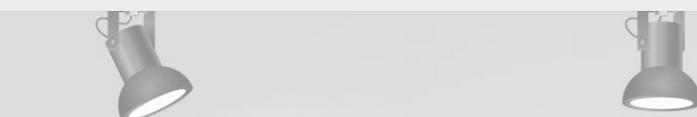
The house of marvelous, exotic, traditional & contemporary designs "KALASHA FINE JEWELS" hosted its "Extraordinary Jewellery Exhibition & Sale" at The Residency Hotel on 20th -22nd Jan, 2021. Curated by Mrs. Aparna Sunku. Many renowned public figures and prominent guests from the city were spotted at the event enjoying and adoring the spread of exquisite jewels.

Mail us your feedback and suggestions at [media@kalashajewels.com](mailto:media@kalashajewels.com)  
Team Kalasha.



Hey NRI, won't be able to come to India this year? Want to buy jewellery but worried about the quality and safety? We have a perfect solution for you. Kalasha Fine Jewels presents special NRI Benefits for jewellery exports. Get 15.5% off on gold rate, GST and Duty-free. We will send you the package with full safety and hassle-free doorstep delivery. All you have to do is check out your favourite jewellery over a video call, book it, pay for it and we send it to your doorstep. Download our app today.

Check out the video on our [YouTube Account](#).



## SPOTLIGHT ON KALASHA



### Lavanya Tripathi Wearing our Jewellery

We are in love with Lavanya's breezy, medieval-leaning polki and emerald necklace which features kundan work but is styled like a modernist homage to old world jewellery. The necklace features a line of clean-cut polki and some stylish, hooded tassels featuring emerald drops, which almost resemble a traditional borla. The oversized pearls help accent the muted tonality of the piece. Lavanya styled the number with a chic Sabyasachi saree, however one can also wear it with something fusionistic.



Heba Patel looked stunning with our jewellery featured on Cover Page of YOU & I Magazine.

# THE BYGONE ERA

## ART NOUVEAU

New York~It was a short-lived period of design that focused on women and nature and was worn by only select members of society.

It was Art Nouveau jewelry, created in France in the late 1800 and early 1900s, a time before the first World War, when mass manufacturing got its start and the absinthe was flowing.

Recently, Elyse Zorn Karlin, co-director of the Association for the Study of Jewelry and Related Arts, walked National Jeweler through this fascinating, but short-lived, period in jewelry design.

### When and where was Art Nouveau jewelry popular?

Art Nouveau (“new art”) jewelry was created in France between about 1895 and 1910, coming on the heels of the “overwrought” designs of the Victorian era (which ended with Queen Victoria’s death in 1901) and creating a striking contrast to the mainstream Edwardian designs of that time, Karlin said.

While jewelry with a similar aesthetic was being made in other countries during the same time period—for example, Jungenstil in Germany and Austria—true Art Nouveau jewelry is decidedly French.



It was a short-lived period in jewelry design, lasting only about 15 years, because of the onset of World War I and because the pieces were so over-the-top that people quickly lost interest in them.



Taking you back to the era, we designed this beautiful art nouveau inspired choker with uncut diamond and Precious gemstones flowers complemented with pastel-hued leaves branching out in fine brilliant cut diamonds. Pearls and tourmaline beads added to finish off the necklace to make it more elegant

Gross weight: 191 gr.  
Net weight: 82.3414 kt.  
Approx cost: 8 lakhs

# JEWELLERY TRENDS

## TOO MANY PRETTY JEWELS, TOO LITTLE TIME.

2020 wasn't a year many of us would want to remember, and with the New Year beginning, we look forward with aspirations, positivity, and hope to step out of our respective homes. While the only resolution for 2021 should be to get normalcy back into our lives, as we prepare to get back to our old routines (hopefully), we also need to gear up for this beginning. With last year mostly spent at home, we did pamper our skin, cared for our body but we didn't really update our wardrobes, style and more. And hey, what about jewellery - the most important accessory? Well, most of us skipped these essentials and if you too love jewellery like us, it's time to check out the trends that will rule the jewellery scene this year.

### TESTIMONIALS

#### TRADITIONAL JEWELLERY FOR WEDDING



Bridal jewellery is that component of a bride's look that enhances not only her attire but also her beauty and takes it to another level. Bridal jewellery can be made out of various metals or stones such as gold, silver, diamonds, Kundan, ruby/emerald studded pieces, etc. But, the traditional Indian wedding jewelry is mostly made out of gold. However, because of the difference in tastes and choices, people nowadays make all kinds of alterations while choosing the metal.

#### SPARKLING ELEGANCE



G. SHRESHTA

#### ETHICAL ENGAGEMENT RINGS

When it comes to choosing the perfect engagement ring, there are both human rights and environmental concerns to be considered. The harvesting of diamonds has a history of fueling conflict and the mining of precious metals is often damaging to the environment. Beyond this, miners are frequently denied fair wages and adequate health and safety provisions.



Came to know about kalasha through Instagram. Visited the store and fell in love with their collections. They good variety in diamond jewellery. My mom and I have shopped for my sangeet and wedding from kalasha. We got many compliments for our jewellery.

#### ANTIQUE TEMPLE JEWELRY



Ask any die hard South Indian as to what the hottest jewelry trend in India is and most of them will say temple jewelry with an antique finish. Temple jewelry is chunky and primarily made of gold, with precious stones in red and green. Many of them feature large motifs of goddesses and tend to be intricate pieces, taking days of labor. They look regal when paired with a Kanjeevaram saree and why for their roots can be traced back to the royal Chola kingdom.



# CURRENT OFFERINGS

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

## Home Service

 Choose From Our Best Collections  
 Book An Appointment  
 Try At Home



HYDERABAD | VIJAYAWADA | BENGALURU

BUSY WITH YOUR SCHEDULE,  
CAN'T VISIT TO THE STORE?

Don't worry. Kalasha Fine Jewels brings you the best of best collections to your doorstep. Presenting Kalasha's Home Service, book your appointment and call us home. Shop from your comfort zone.

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. Guttpusala 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 OLDEST JEWELLERY

The oldest jewellery known to human is a 1,00,000-year-old bead necklace made out of Nassarius shells. These beads were discovered at Skhul in Israel, and were recently dated to between 100,000 and 135,000 years ago.



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

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

Jewellery Certified By:

