

# Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

Dear readers,

Celebrating the power, celebrating the victory over evil. Wishing everyone a very Happy Navratri and Vijayadasami. Hope the coming days are filled with positivity, cheer and strength.

Our fun filled Watch N' Win live show over our Instagram page was session to remember. Followers were asked to answer simple questions related to gold and silver during the live session. Person sending us the first right answer was announced as the winner.

People living in aboard have very less options to shop for fine jewellery. they prefer buying jewellery when they visit india or if anybody of their family travelling to aboard. Offen disappointed that they are not able to buy jewellery for the right occasion. Not any more, Kalasha is here to provide you with personal shopping experience with our private exhibition where we bring you the best of designs showed to you through a personal dedicated sale person and securely delivered to you to your doorstep. Experience this unique shopping opportunity through Kalasha's private exhibition.



Watch N' Win Live show winner with our Director - Mrs Vani Latha



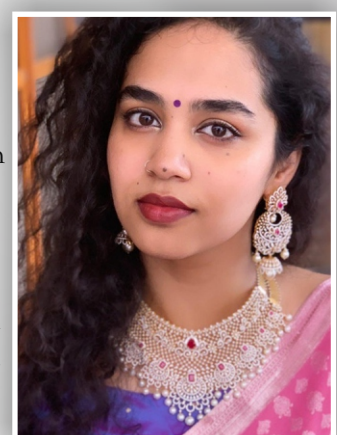
## CELEBRITIES In Kalasha

### Lakshmi Manchu

The actress who always charms us with her unique fashion preferences. This gorgeous lady was seen adorning our diamond and emerald peacock double jhumka earrings with beautifully crafted emerald and diamond bracelet.

### Manisha Errabathini

Popular Tollywood playback singer Manisha errabathini looked divine in custom made dual choker which can be converted from choker to necklace in a jiffy.



# THE BYGONE ERA

## TUTTI-FRUTTI : THE MARRIAGE OF FRENCH DESIGN AND INDIAN ROYALTY

In 1901, Jacques Cartier undertook his first journey to India where he discovered the technique of carving stones. In the following decade, the Maison created their own carved gemstones with plant-inspired designs. Initially described in Cartier's registers as "foliage", this creative genre adopted was registered as a trademark by the Maison in 1989. Today is one of Cartier's signature styles.

Tutti-Frutti jewelry was popularized by the Cartier in the early 20th century. The name of the style mean "all fruits" in Italian, so appropriately the jewelry includes multicolored gemstones. The first Tutti-Frutti piece was designed in 1901 by Pierre Cartier. It was a necklace commissioned y queen Alexandra to be worn with three Indian gowns she received as a gift. This is a period that is so popular which has enjoyed so many revivals, that this era was loosely used to refer specifically jewelry and architecture.

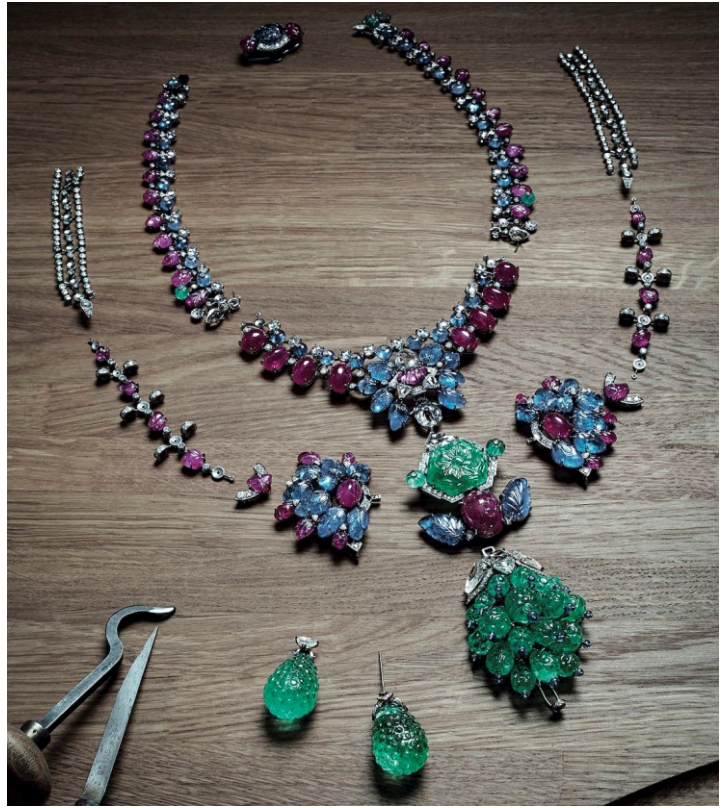
The jewelry pieces crafted in this era between the wars was fearlessly original – and still in huge demand quoting high prices today. Jewelry made in this style will always be in trend and will continue well into the 21st century as well.

During the late 19th and 20th centuries, Indian jewelry design began to absorb influences from the country's colonial rulers. Design evolved and the cultural became yet more complex, as renowned European jewelry like Cartier began to create pieces for Maharajas, setting Indian stones in India-influences pieces made in Paris.

**Cross-cultural influence worked the other way too: Cartier's famous 'Tutti-Frutti' style was based on the floral motifs of South Indian jewelry, complete with sapphires, emeralds and rubies.**



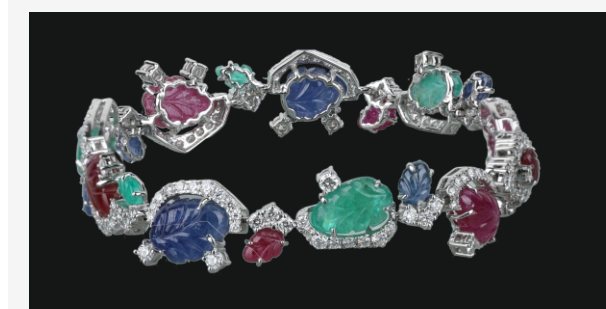
Soon bib-necklaces and brooches would appear. It was a departure from the white diamond, heavy garlands and bows that had dominated offerings before them, but also varied away from the strict geometric lines of Art Deco jewels that ruled the mid to late 1920s.



This is the mark of the glorious exchange of ideas and inspiration between the French house of Cartier and Indian royalty that inspired some of the most important pieces of the 20th century. It introduced the house to a series of Maharajas who would go on to commission masterpieces, and it opened Cartier's eyes to the stone carving techniques of the Indian jewelry tradition.

The designs are considered the perfect mix of East and West because they are made up of brightly colored gemstones carved using Indian techniques and set in French Platinum and diamond mountings.

Emeralds, rubies and sapphires carved or sculpted into the shape of leaves, flowers or berries, or cut into fluted beads. These stones emblematic of traditional Indian jewelry came to inspire Cartier through never-before-seen color combinations. It continues to explore the interplay of gemstones, volume and sculpture within each dazzling design, a result of where creativity and jewelry craftsmanship meet.



### Kalasha Jewelry

Inspired from the very own origin of carved gemstones, which led to inspiring even Cartier, the design house. This beautiful combination of carved gemstones with studded diamonds is a must-have for all design lovers. It is a versatile piece that can go with any color in your wardrobe and make you the star of the day.

Gross Weight: 186.845 gr.

Approx price: 17 lakhs



# JEWELLERY TRENDS

## GENDER-FLUID JEWELRY JEWELRY THAN KNOWS NO GENDER



"With the world moving rapidly towards an all-inclusive society, the key is to be and let be. Styling jewelry in multiple ways irrespective of gender, is a manifestation of that expression". -Richa Singh, Natural Diamond Council

Gender-free jewelry is set to be the biggest trend for 2020 and well beyond.

The aspect of gender-fluid jewelry is not new. But the year 2020 has seen quite a shift from a trend to a more classic concept. As the attitudes and behaviour are changing towards gender with times, this new age of acceptance and inclusivity is having a prominent effect in the field of jewellery designing. By removing the concept of gender in designing jewellery, a whole new category of jewels has risen up the standards.



People are becoming more comfortable than ever before. The concept of masculinity and femininity no longer define the clothing and as well as jewellery they wear. Both of them are choosing on their own terms and conditions rather than being bound.



Previously, fashion has always had a hard line between what is considered male or female. Modern times have since seen these labels rejected. People are now comfortable shopping across gendered sections, proof that this line is slowly being erased.



## CELEBRITIES In Kalasha

Nandini Rai

Stunning looking Nandini Rai added a new definition to our gold nakshi jewellery by sporting them in a contemporary bold look from her recent magazine cover shoot.



# CURRENT OFFERINGS



**Swarna Kalasham**

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

**GROW YOUR SAVINGS IN RIGHT DIRECTION**

**ENROLL TODAY & GET 50% OFF ON 1<sup>ST</sup> INSTALLMENT**

Hyderabad | Vijayawada | Bengaluru  
Tel : 9393992499 | www.kalashajewels.com

## 50% OFF ON THE 1ST INSTALLMENT

Hurry, grab the exciting offers on Swarna Kalasham scheme. Enrol now and get 50% off on the first installment.

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. Guttapusala 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

### Most Expensive Piece Jewellery Ever Used in a Film

The most expensive piece jewelry ever used in a film was the necklace worn by actor Nicole Kidman in the movie **Moulin Rouge**. The necklace — designed by **Stefano Canturi** — is estimated to be worth **\$1 million**. The Stefano Canturi piece includes **1,308 diamonds** and the largest used is around 5-carat emerald cut diamond. The necklace was so precious filmmakers brought in a "stunt double" piece for the scene when the Duke yanks it off Satine's neck to ensure the real bauble wouldn't be damaged.



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  
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**GIA**  
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