

Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

Dear readers,

The lights glowing on Diwali inspire us to shine in our true spirit. May this glittering festival helps us over come all the obstacles. Wishing you all a very happy and right Diwali.

Kalasha's Glittering Festival & Bridal ustav has won the hearts of our clients. We had special festival offers on the entire range. Latest collections were inaugurated by none other than our esteemed clients along with our director Mrs.Vani Latha and curretted guests by Mrs.Sirisha Mulupuru. Mesmerising collections

Have to say, month was the busiest of all the months post lockdown. Retailers have seen a huge vanquish in terms sales during 2020 summer wedding season. But, Diwali and Dhanteras have brought back the light for them. Buyers have booked their jewellery in advance through a video call for dhanteras. Pandemic or no people believe traditions have to go on.



Kalasha In SPOTLIGHT

Actress Nandini Rai looking stunning in the Cover feature of Tulip Magazine. Looking stunningly beautiful in Kalasha's jewels. Setting the trend for all the would be brides in these exquisite gem-studded jewellery.



THE BYGONE ERA

THE TAJ MAHAL EMERALD – THE PRECIOUS GREEN MARVEL

Some of the most splendid jewels came from the Mughal emperors of India, for example, the Peacock throne, the Kohinoor, the Hope, etc. The Taj Mahal emerald is one of the beautiful jewels of the Mughal rulers. It is a hexagonal gemstone weighing around 141 carats that was decorated on one side with flower carvings sometime between 1630 and 1650; the time of Shahjahan; though the Taj Mahal of Agra was not completed until 1653, the flowers depicted on the gemstone are chrysanthemums, lotus and poppies. Since the precious gemstone carving is reminiscent of the Taj Mahal, it was later named after the grand architectural masterpiece. During the Art Deco era, the Taj Mahal emerald featured as the centerpiece of a neck ornament by Cartier, which was known as the Cartier Collier berenice and was exhibited at the Paris Exposition Internationale des Arts Decoratifs in 1925. The Taj Mahal emerald was auctioned for Qatar Royal Al-Thani collection of jewels and fashioned into a Cartier brooch. After the exposition, the jewels in the neck ornament were disassembled. The Taj Mahal emerald was mounted into a brooch before being detached once again and passed through several private owners in Europe, who likely unaware of this Cartier connection.



Traditionally, emeralds were worn to promote healing and enhance love and contentment. There is magic in emeralds, one almost 'as old as civilization'. It is the green charm of the earth and life itself. Possibly, it is the realization that these rare and strangely beautiful were among the first gems people have sought and coveted. According to legends, emeralds strengthen the owner's memory, quicken the intelligence and assist in predicting the future. Emerald symbolizes spring, rebirth, hope, peace and tranquility; believed to endow its wearer with an accommodating and pleasant temperament. This is one of the reasons why Maharajas or rulers had a vast emerald collection in their treasury. The Taj Mahal emerald is one of the charismatic jewels of the Mughal rulers. Mughal emperors had appealing precious stone; numerous references show the strong cultural belief in gemstone properties. Emeralds were enormously popular with the Mughal court, whose emperors referred to them as "Tears of the Moon" because of their opaque transparency.



Kalasha Jewelry

As we all know, emerald is a gemstone that can never go out of style, this wonderfully hand-crafted piece of Kalasha will be a treasure to your jewelry collection. Being inspired by the magnificent Taj Mahal emeralds we tried to give you the opportunity to experience the Indian heritage. With peacock motifs on either side, studded with purple gemstones and diamonds, and beautifully carried by a string of necklace gives you the complete royal experience.

Gross Weight: 186.845 gr.
Approx price: 17 lakhs

JEWELLERY TRENDS

MINIMALIST JEWELLERY IS HAVING A MOMENT



From a sparkly string diamond necklace to pieces which are inspired by nature and animal kingdom, minimalist jewels and everyday jewels are as easy yet fool proof way to add a little extra bling to your look.

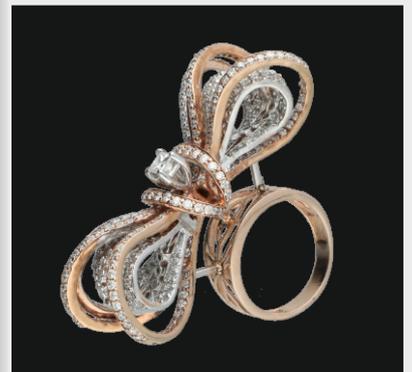
If simple and subtle accents are your cup of tea, then this trend is to fall for. So grab your accessories and glam up your game. The key to a minimalist piece is in its versatility and layering options. They can be worn for any occasion and can be perfect bling to your outfit. Their functionality and versatility keeps them up-to date and in trend. You can never get bored of them.



When it comes to accessorizing, sometimes the chicest option is to complete your jewellery collection with minimalist earrings, necklaces and trinklets. Wearing simple and delicate never goes out of style- and these killer pieces are more affordable than ever.

CELEBRITIES In Kalasha

Lakshmi Manchu Looking magnificent in our Custom-made Bow ring. This diamond-studded ring is a Show-stopper for any occasion!!



CURRENT OFFERINGS

KALASHA
FINE JEWELS
GOLD | DIAMOND | JADAU

THE MOST DESIRED JEWELLER BY NRI'S

13.75% OFF
ON GOLD RATE

GST & DUTY FREE

FREE SHIPPING

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Hyderabad | Vijayawada | Bengaluru

*Only Valid for Exports.

FREE SHIPPING FOR USA

Confused whether to buy from overseas. Worried about the shipping, don't worry! We at Kalasha Fine Jewels are providing all our US customers with free shipping

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

24karat gold is soft enough to be molded by hand.

Did you know? That pure gold is so soft that you are able to mold it with your hands. A small thin strip of pure gold can be warmed up between your palms for a while and then you can easily bend and twist it. And gold is easily handled by simple hand tools - almost every other tool humans make is harder than gold.



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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Jewellery Certified By:

