

Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

Dear readers,

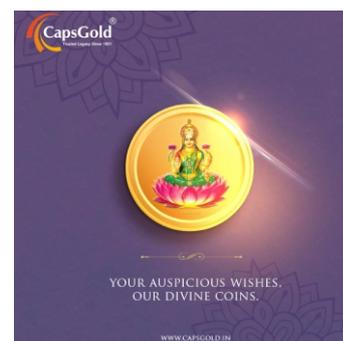
Season's Greetings

Covid-19 has touched many lives and making its way to all means to destroy people of the world. The simplest way to challenge covid 19 is to stay conscious and take all precautions to overcome this virus.

Our employee's well-being has always been important to us. With a vision to ensure their safety, we took ourselves their responsibility to take the initiative. Kalasha Fine Jewels have organized a Vaccination Drive for all our employees and staff. **The entire Kalasha Fine Jewels team is vaccinated, thus creating a safer environment for us and our clients.** We are now one step closer to getting back to a healthier future. Get yourself vaccinated and keep yourself safe. Let's fight the Covid-19 battle together.

Add a little sparkle to your everyday look with our latest beautifully designed diamond jewelry collection. Introducing delicate, fancy, elegant everyday jewelry that is the perfect match for your lunch dates, client meetings, and dinner with friends. These stunning pieces can be worn on dresses, ethnic wear, office wear or just style it as you like. You can shop this collection over video call and get it shipped to your doorstep. Now you can get customized gold and silver coins directly from the leading bullion trader of south India, CapsGold Pvt. Ltd. Available in-store and online. Get in touch with our sales executive for more details.

Give us your valuable feedback on media@kalashajewels.com



THE BYGONE ERA

Edwardian Era – The Ethereal – Exquisite Jewellery



Known in the rest of Europe as 'La Belle Epoque', the Edwardian era (1901 to 1910) was a time of frivolity and wealth for the upper classes, led by the luxury-loving King Edward VII.

Edward's love for all things expensive extended to jewellery and this had a great influence on jewellery fashions of the time. Alongside his magnificent coronation, which was attended by royalty and aristocracy from around the world – all competing to look more splendid than anybody else – Edward held spectacular society balls and soirées.

Edwardian Jewellery

The short reign of King Edward VII, his court, his sporting lifestyle and his wife Alexandra of Denmark were a breath of fresh air to fashion at the close of the 1800s. Jewellery motifs changed accordingly, with intricate and gracefully symmetrical, diamond-encrusted and lacy designs adorning the neckline, chiffon gowns and the 'up-do' hair styles of the well-to-do.



Delicate scrolls, leaves, ribbon bows, hearts, circles, swooping swags (or garlands as they were later called), and veil-like twinkling jewellery complimented a new sophisticated style. It was characterized by the unique techniques for manufacture and the skilled workmanship that went in making such jewellery. Edwardian pendants were popular during the time and made by using gold alloy or even platinum. The Edwardian necklaces were of very astonishing design. One of the more popular ones was the one which had two drops of varied hanging from a central element.

Some pendants and jewellery from the Edwardian age had a distinct influence of Indian jewellery making styles. Queen Alexandra apparently liked Indian jewellery so much during her visit to India that the royal jewellers began imitating some of the designs while other jewellers sought to combine the style with the Victorian style of jewellery making.



Kalasha Jewellery

This Exquisite Choker is designed by being inspired by the Golden Era of the evolution of Jewellery eras. It is beautifully designed to relieve the femininity and power of the magnificent era. It is beautifully crafted with brilliant diamonds and gemstones.

Gross Weight: 150 gr.
Approx price: 18 lakhs

JEWELLERY TRENDS

WEDDING EDIT 2021

Wedding is that one life event when every woman wants to look simple yet pretty. While clothes play an essential role, the choice of jewellery is also equally important.

Bridal jewellery is that component of a bride's look that enhances her attire and 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, traditional Indian wedding Jewellery is mostly made out of gold.



TEMPLE JEWELLERY:

Ask any South Indian as to what the hottest jewelry trend in India is and most of them will say temple jewelry. Temple jewelry is handcrafted and primarily made of gold, with precious stones. 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.

DIAMOND BRIDAL JEWELLERY:

The one jewelry trend in India has been going strong for years – that of wearing diamonds for the wedding. Brides today choose to wear diamond necklaces and earrings for their reception when the play of light is dazzling against the stones.

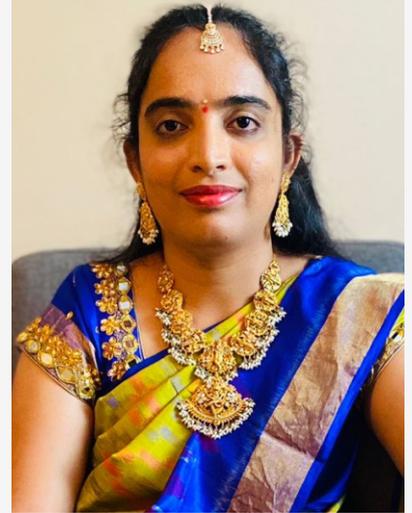


MULTI-LAYERED NECKLACE:

To get a royal taste in your look. This type of necklace usually has more than four layers which provide the wearer a royal look. Multi-layer necklaces are crafted with Kundan, stone, pacchi, pearls, and precious beads. It looks gorgeous with sarees and other wedding dresses like the lehenga.

Whatever the trend may be opt to match it to your style and personality which will make you the real you on your big day!

TESTIMONIALS



I was very happy with the virtual shopping experience with Kalasha fine jewels. At first, I feared a lot about the shipping and delivery to The USA, later Mr. Kamal had explained everything to me everything clearing all my doubts and worries about online shopping. It was really a fantastic experience and I'm 100% satisfied with the product quality, design, and entire process of shopping.

-Veena, USA.



A TASTY JOURNEY THROUGH BLOGGING



2020 lockdown has helped me to pursue my love for photography. Being a foodie at heart I started experimenting with different recipes daily and shared the pictures with my friends on Instagram. Slowly the page started gaining attention and followers started asking for suggestions for good eat-out places and recipes. That's how my food blogging journey started. Now the page has a good reach and new restaurants ask to review their food on my page. Hope to continue this tasty journey and reach more people with my food suggestions.



-Divya P

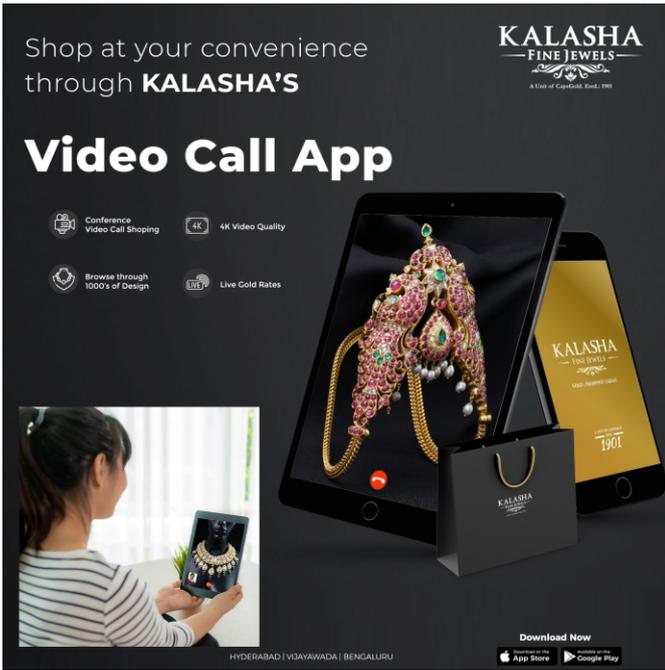
CURRENT OFFERINGS

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KALASHA - VIDEO CALLING APP

Take yourself and even your family through **KALASHA FINE JEWELS** magical world of handcrafted fine jewellery and never miss the boat to classy, high-end, exclusive fine jewellery – wherever you might be across the globe!

Download our App to schedule a video call now!

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

Diamonds come in all colours of the rainbow

Whilst white, or clear, diamonds are most popular, they are in fact available in a variety of different and beautiful colours. The colour of a diamond will change due to its chemical composition when it forms. Coloured diamonds are unique and are judged on their own scale from Faint to Fancy to Fancy Deep. A mixture of colours in a diamond could increase or decrease its value, depending on the combination, and the more vivid the colour, the rarer and more valuable it will be.



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

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