

Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

Dear Readers,
Season's Greetings.

Diwali is one of the most celebrated festivals in India; though it is a Hindu festival it is crossing the barrier of religion, faiths, and countries. Today it has become an unofficial festival of India. It is a celebration of lights, which signifies the victory of good over bad.

Wishing you all a very Happy Diwali and hoping it to be a prosperous for everyone. We at Kalasha started this beautiful day with the Auspicious Lakshmi Pooja attended by our Management and our complete staff.



Kalasha's Glamorous Festive & Bridal collection has won the hearts of our clients. We had special festival offers on the entire range. There was a beautiful collection for all the Brides-to-Be along with their family and friends.



CELEBRITIES In Kalasha

Namratha Gowda

Actress Namratha Gowda looking
Seamlessly Gorgeous in our
Exquisite Jewellery



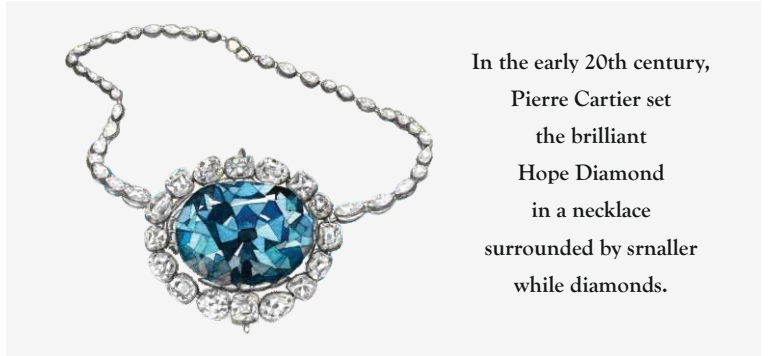
THE BYGONE ERA

FROM GOLCONDA TO FRANCE: THE LEGACY OF THE HOPE DIAMOND

As wondrous as each diamond therefore is, there are some that history chooses to make more remarkable than the others. But none more so than the Hope diamond that has dazzled the world with its blue light across three centuries.

THE LEGEND OF THE HOPE DIAMOND

The **Hope Diamond** has intrigued the world for centuries. Its large size (45.52ct), rare dark blue colour and flawless clarity and beauty make it truly spellbinding. With a history that spans well over three centuries, the Hope Diamond has had many owners and settings including a theft, a stint in the French Crown Jewels, two re-cuttings, an English King, a wealthy American socialite, and plenty of mystery surrounding a curse.



Widely considered to be the most famous diamond in the world, the Hope Diamond is believed to have been discovered centuries ago in the southern region of India. It was reputedly used to adorn the forehead (or eye) of a statue of the Hindu goddess Sita. According to the **legend**, it was stolen from the statue several centuries ago, and this was the start of the fabled curse, which foretold bad luck and death not only for the owner, but for all who touched it.

THE FIRST OWNERS

Jean Baptiste Tavernier, a 17th century French merchant, was the first recorded owner of the Hope Diamond.

In 1642, the famous Blue Tavernier Diamond from Europe was in the hands of King Louis XIV who had it cut to bring out its brilliance and set in gold so that he could wear it as a necklace for formal occasions. The diamond was passed down in the royal family until the eighteenth-century French revolution. In 1791, it was turned over to the French government along with many of the other royal jewels. Its previous owners, King Louis XVI and Queen Marie Antoinette, were later beheaded, likely contributing to the story that the Hope Diamond bestows a horrible fate on its owners.

In the royal inventories, its colour was described as an intense steely-blue and the stone became known as the "Blue Diamond of the Crown," or the "French Blue." It was set in gold and suspended on a neck ribbon which the king wore on ceremonial occasions.



Kalasha Fine Jewellery:

This Luxurious choker is inspired from the Hope Diamond's Colour. The blue stone is elegantly crafted and embedded with fine-cut white diamonds to accentuate the centre stone's colour.

K-DNK-1248

Gross Weight: 214.170 gr.

Approx price: 26.20 lakhs

JEWELLERY TRENDS

'SAPPHIRE JEWELRY' IS THE NEW TREND : SAPPHIRES ARE FOREVER

Diamond may not be every girl's best friend after all. In today's innovative world, everyone's looking for something unique, specialized and customized to fit their own story. More and more couples are looking for something that symbolizes their love and affection in a personalized manner than going for the plain old standard.

In fact, celebrities like Kate Middleton have made the non-diamond engagement ring more socially acceptable, with her Ceylon blue sapphire engagement ring.

RARE BY AFFORDABLE

Sapphire has always enjoyed a fair price point, unlike diamonds, as supply was not under control of any single organization. And of course, the recent use of sapphire in engagement rings and jewelry will only enhance its worth over time. Now is the perfect time to add a sapphire gem to your collection.



DURABLE FOR DAILY WEAR

Sapphire ranks nine on the Mohs scale of hardness, meaning it's incredibly scratch-resistant. Sapphires possess an excellent toughness as well. Paired together, the hardness and toughness of sapphire result in a very durable stone perfect for daily wear.



UNIQUE COLOR VARIATIONS

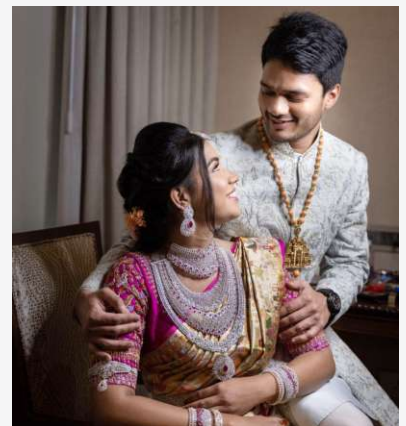
Every sapphire is different, with a seemingly endless variety of colour. This means you'll enjoy a one-of-a-kind sapphire earring as unique as the relationship you're celebrating. Sapphires gemstones are available in a myriad of colours, each with a unique symbolic meaning. With sapphire jewellery, customization is front and centre.



TESTIMONIALS



Kaivalya & Sachin



MY CHILDHOOD LOVE

- DANCING

Dancing has always been the one activity which I loved doing, right from my childhood days. I got inspired from my elder brother, after which I started going to dance classes with him. I really loved dancing; but due to some reasons, I could not continue the classes. After that I started dancing by my own. I started learning dance from videos and seeing different people dancing. I still never lose any opportunity to dance and it helps me travel to my childhood days.

EMPLOYEE'S
*Talent
Corner*



GUDIYA SHARMA

CURRENT OFFERINGS



FESTIVE AND BRIDAL COLLECTION

Add our Magnificent Elegance to your Diwali Festivities and Relish in the Timelessness of our designs from Kalasha Fine Jewels at Exclusive Offers.

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

THE CURSE OF HOPE DIAMOND

The Hope Diamond is thought to be cursed as it was stolen from a Sita idol in India. The original thief was torn to pieces by dogs and everyone else who has been involved with the diamond met horrible deaths and bad luck.



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



Sterling Silver Artefact
Award 2021

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

Jewellery Certified By:

