

TWO_CENTS

AN INFORMATIVE NEWSLETTER BY KALASHA

MY TWO CENTS



Dear Readers,

Season's Greetings..!

On this Eid, may you all be awarded with a bouquet of wealthy thoughts, a basket of successful days and a life of prosperity and health. I am grateful towards all my friends who made an effort to celebrate this fest with us by making purchase with Kalasha. Eid Mubarak to you and your families.

CapsGold is proud to have a hand in donating Apple homes, a non-profit organization which took an initiative called 'Feed the Need,' and came up with the idea of Apple fridge; community fridges are refrigerators located in public places where residents can donate food for the benefit of the poor and needy for free in the remembrance of Sri Chanda Anjaniah, Smt Chanda Susheela and Sri Chanda Parameshwar Rao. Our Director Mr. Sreenivas Chanda inaugurated the 16th Unit "APPLE FRIDGE" at Road #12 Banjara Hills, Hyderabad.

"Brides to Be" & Jewellery Loving Citizens has yet another reason to Shop for the some exquisite Jewellery as Kalasha Fine Jewels, the most favored jewellery destination of Twin Cities is unveiling an **Exclusive Bridal Jewellery Lounge- "SIGNATURE"**. Actress Mehreen Pirzada graced the curtain raiser of signature bridal lounge on 18th June, 2019!! Kalasha launched the signature bridal collection on 27th of June, 2019 at its flagship store at Hyderabad which was indeed inaugurated by Actress Regina Cassandra. The top most social media influencers have witnessed the gathering and during the campaign which lasted for one month.

As your most memorable moments demand the most classic pieces of jewellery. Kalasha is delighted to present to you the Exclusive Bridal Lounge "Signature" – A first of its kind exclusive bridal lounge, an experience of glancing through the Bridal Jewellery at the "Signature" would be divine & heavenly.

I hope you are enjoying reading this newsletter.

Kindly email your suggestions to abhishek@capsgold.com

Happy Reading
Abhishek Chanda
Director
Kalasha Fine Jewels



Launch of Signature Bridal Lounge



Inaugural of Apple Fridge



THE BYGONE ERA

AN IRANIAN IMPERIAL TREASURE:

Necklace in Diamant&Spinel: A story from Pierre Arpels had just come true, in the vaults of the Bank Markazi, or central bank in Tehran. Glittering behind the bulletproof glass of its thirty-seven vitrines lay the treasure of the thousand and one nights. "I stood there in wonder before such a hoard, such a profusion of gem stones that were so outstanding in both size and quality." Some of these jewels had stories stretching back into history; a collection of precious stones of beauty and value that were utterly extraordinary.

This museum houses what are known as the Iranian crown jewels, a collection amassed over the course of time and successive dynasties.

Farah Pahlavi was born in Tehran, Iran. Farah Pahlavi was the widow of Mohammad Reza Pahlavi and the former shahbanu (empress) of Iran. Farah was born into a prosperous family, whose fortunes were diminished after her father's early death. While studying architecture in Paris, she was introduced to the Shah at the Iranian Embassy, and they were married in December 1959. She worked for many charities, and founded Iran's first American-style university, enabling more women to become students. She also facilitated the buying-back of Iranian antiquities from museums abroad. From the beginning of her reign, the Empress took an active interest in promoting culture and the arts (both contemporary and ancient) in Iran. Through her patronage, numerous organizations were created and fostered to further her ambition of bringing historical and contemporary Iranian Art to prominence both inside Iran and in the Western world.



The spinel and diamant necklace from the Iranian imperial treasure, made by an Iranian jeweller, probably in the nineteenth century.

Empress Farah Pahlavi also had a very keen interest in jewelry. Empress Farah in the early 1960's was found wearing a diamond and spinel from this Iranian imperial treasure which was probably made by an Iranian jeweler in the nineteenth century.

Taking inspiration from the Iranian imperial treasure and keeping in mind today's trend, we, at Kalasha Fine Jewels, made an attempt at creating yet another similar design of diamonds and rubies where the initial layer of diamonds has drop downs in the shape of a tear drop having ruby drops and diamond drops placed alternatively.



Empress Farah in the early 1960's. She is wearing a diamond tiara and an antique necklace in diamonds and spinels from the Iranian imperial treasure.

This striking hand-crafted necklace has a gross weight of 73.390 grams made in 18 karat gold. There are 1151 pieces of diamonds studded in this necklace of EF VVS clarity weighing 10.276 Karat and 13 Rubies weighing 20.675 karat. This necklace is priced approximately around Rs. 8,50,000.



Necklace @ Kalasha

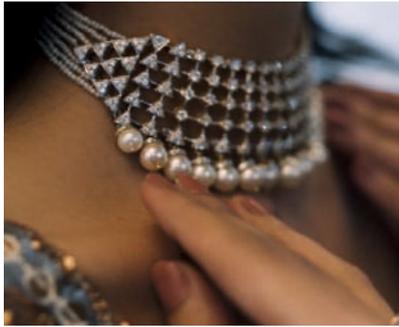
Gross weight : 273.390 grams
Cost : INR 8,50,000.



JEWELRY TRENDS

THE SPRING JEWELRY TRENDS EVERYONE WILL BE BUYING IN 2019

Brooches, also known as pins, have been used to hold pieces of clothing together since the middle ages, and radiate a sense of luxury and timelessness. Fashion brooches and pins are convenient accessories in that they're more spirited than necklaces, more extravagant than rings, and can be mixed and matched easily. When it comes to brooch trends for this year, you may include the following in your collection:



Choker Trends

Chokers have been around since the time of ancient Egyptian Pharaohs and English queens. They've been made in a variety of styles, studded with diamonds, colored gemstones and pearls. They've also been worn in the form of colorful ribbons. If you're wondering how to wear a choker, refer to pictures of Princess Diana. She serves a perfect inspiration.

Gold And Pearl Chokers

For women who like to stick to the classics, the gold and pearl chokers are sure to be a hit. These chokers strike a fine balance between nonchalance and elegance, while looking beautiful on the wearer. They are your best allies when you want to stun, and yet be understated. Customize them according to your taste and wear them with elegant saris or dresses.



Beaded Chokers

One of the great things about choker necklaces is that they are extremely versatile. While the first two choker styles pair better with formal attire, beaded chokers look great with easy-going (and bohemian) outfits. Pair them with delicate scarves and flowers for an ethereal look.



POINT OF VIEW

TESTIMONIALS

CLIENT



Mrs. Rishika Agarwal

I just want to say thank you so much especially your designer for understanding what I exactly want and customizing a fresh design which is absolutely outstanding and wonderful. Initially I was quite unsure about how the piece would come out in the end as jewelry is not something that a particular piece might suit anyone but must I was completely satisfied with the outcome I got. I just love the piece and It feels like something that was just made exclusive for me.

Thank you so much for understanding what I want and also helping me with your own inputs. I'm glad and so happy for what I got and would certainly come back soon.

CELEBRITIES



Ms. Mehreen Pirzada
(Actress)



Ms. Regina Cassandra
(Actress)



CURRENT OFFERINGS

Your Most Memorable moments @ Signature

Kalasha offers exceptional bridal jewellery which is created with inspiration from the traditions of transformable creation and Designed with devotion. Kalasha has a blend of forms and craft, this unique design is created just for you. Let them go wow! Astound everyone with jewellery like none other. Befitting for the moment that is pivotal in your life. Embark on a journey with your loved one, gracefully. Enter the journey to the heart of refined Bridal Jewellery only at SIGNATURE LOUNGE, Kalasha Fine Jewels !

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!



WORDS OF THE WISE

AMORPHOUS

Lacking a definite form; shapeless.

AMULET

An object worn, especially around the neck, as a charm against evil or injury.



A Unit of CapsGold. Estd.: 1901

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JEWELLERY CERTIFIED BY:



Best 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

