

ISSUE 12: November 2018
For Private Circulation Only

KALASHA
FINE JEWELS

A Unit of CapsGold. Estd.:1901

TWO_CENTS

AN INFORMATIVE NEWSLETTER BY KALASHA

MY TWO CENTS



Dear Readers,

Season's Greetings..!

An occasion to celebrate victory over defeat, light over darkness, awareness over ignorance, an occasion to celebrate life. On this auspicious festival, light up your life with happiness, joy and peace. Kalasha wishes you a Happy Diwali! May you attain full inner illumination!

Diwali gets more brighter with brilliance from KALASHA. As mentioned in the previous newsletter, the campaign "Royal Heritage Collection" inspired by the prominent queens of Indian history, from October 24th to November 7th, gave a new experience for the in-store shoppers; customers were amazed with the instore look and availed marvellous offers of No wastage and making charges on Jadau Heritage Jewellery.

Kalasha flaunted its finest collection at Utsav Bazaar at Taj Krishna, Hyderabad on 3rd & 4th November. We received tremendous response from the customers for brilliant gathering of jewellery under one roof. Kalasha is proud to be the Co-Sponsor to Utsav bazaar 2018, by VBN welfare society.

It gives me massive pleasure to share that Kalasha is branching out in the Garden city of India, Bengaluru in the upcoming month. As we already have a huge set of customers in this city we couldn't stop catering our exquisite products and services to them at their convenience.

Originally made to adorn the idols of goddesses, brilliantly crafted temple jewellery is resplendent with the glory of a bygone era, deserves to be cherished forever! It's a proud moment to announce that Kalasha's beautiful Ganesha set got nominated for Auction at North India's Biggest Jewellery Exhibition for the Finalist pieces of JJS-IJ Jewellers Choice Design Awards at the Jaipur Jewellery Show.

I hope you are enjoying reading this newsletter.

Kindly email your suggestions to abhishek@capsgold.com

Happy Reading
Abhishek Chanda
Director
Kalasha Fine Jewels



KALASHA @ VBN EXPO - UTSAV BAZAAR



ROYAL HERITAGE JEWELLERY COLLECTION



THE BYGONE ERA

CROWNING GLORY



JADAI-NAGAM
Tamil Nadu, 19th Century
Private Collection



JADAI-NAGAM (Hair Ornament)
South India, 19th Century
Private Collection

Elaborate coiffures have been the hallmark of women through every era in Indian history. The rituals of a weekly oil bath and the preference for long black tresses still survives in India. Oiled, combed and plaited the hair is adorned with garlands of jasmine buds that bloom in the hair, radiating their heady perfume in a mesmeric spell of seduction.

According to mythology, the three strands of a woman's plait are intended to symbolise the confluence of India's three most venerated rivers-the Ganga, the Yamuna and the Saraswati- or the Trinity, Brahma, Vishnu and Shiva; yet another legend states that one strand represents the father's house, one, the in-laws', and the third is the woman who unites the two.

The jadai-nagam is a composite jewel made up of several elements. From a large cobra head (nagar) on top, this hair ornament, set with rubies and emeralds and diamonds, and edged with emerald beads, tapers to a tassel (kanjalam) tied to prevent the Plait from unravelling.

Other pieces in the form of a veni or garland of flowers, the sun and moon shapes, are sometimes interspersed within this basic arrangement. While flowers are the most popular design motifs for the jadai, others include such popular south Indian design motifs drawn from nature such as the yali (a composite creature), the kirtimukha (the grotesque mask), the hamsa (swan) or the mayil (peacock).

Keeping with the trends of contemporary jewellery Kalasha introduced Modern Indian bridal wear the Jadai Nagam made with gold encrusted in sparkling diamonds! To be worn with an entire bridal jewellery ensemble. This unique bridal jewel was adapted by the temple dancers who considered themselves the brides of the temple deity.

JADAI-NAGAM (Hair Ornament)
at Kalasha Fine Jewels
Price - INR 11 Lakhs
Gross Weight- 320grams

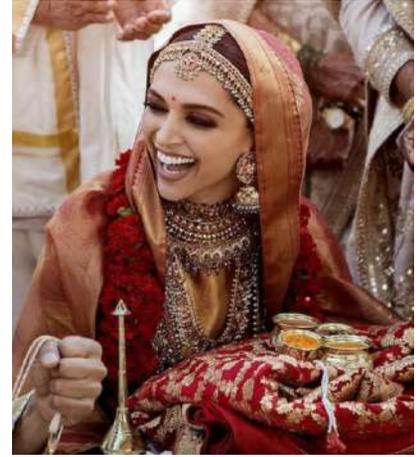




JEWELRY TRENDS

JEWELLERY TRENDS TO ADD SPARK TO YOUR WINTER WEDDING LOOK

CHOOSING THE RIGHT JEWELLERY FOR YOUR WEDDING SEEMS TO BE A TOUGH TASK FOR MANY AND IT GETS TOUGHER WHEN YOU HAVE TO LOOK DIFFERENT FROM THE CROWD. THIS WINTER, MAKE SURE YOU ARE TURNING HEADS WITH THE RIGHT CHOICES.



Diamonds are always a bride's best friend: Diamonds add sparkle to a bride. Diamonds signify, Purity, Love, Faithfulness and Eternity. Statement pieces can really add the wow factor to the bride's overall look if she has the personality to carry it off.

Wear a beautiful maangtikka and light chaandbaalis for your mehendi as you'll spend the majority of your time sitting down and wearing heavy jewellery will weigh you down.



Tantalizing Tanzanites: In terms of coloured gemstones, Tanzanites make a striking statement. A beautiful deep bluish purple, this gemstone is highly coveted and unique. Paired with nothing more than diamonds these stones look both royal as well as modern.

Opt for darker hues of deep red and black precious stones combined with diamonds for your Sangeet night along with structural jewellery.

For the pheras, opt for traditional jewellery in gold, precious stones and diamonds, multistrand necklaces, a statement mathapatti or jhoomar, gold anklets, large bridal nath and jhumkas or chaandbaalis should complete the look.



POINT OF VIEW

TESTIMONIALS

CLIENT



Mrs. Sukruthi

Just a short note to express my appreciation for the excellent collection and services provided by Kalasha. The excellent reputation and the fantastic personalized service you always provide is reason enough why I keep returning to Kalasha. Kalasha Fine Jewels always comes up with the exclusive handcrafted collection and the best part is that it never repeats the design. I never return empty handed from this place because of the unique designs, service and transparency in business. Kalasha is a place where every little intricate detail is incorporated, and fully customisable. Kalasha's level of craft and skill is next to none.

The customer services and post purchase services offered are morally reflecting the standards of Kalasha. My relationship with Kalasha is expected to continue for many years to come and I commend you for your insistence on excellence. I would love to recommend Kalasha to all of my friends and family members.

CELEBRITIES



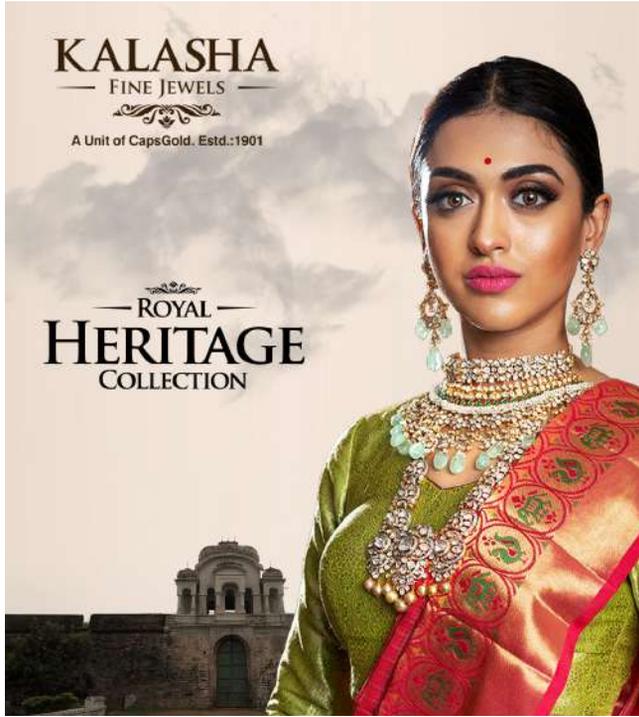
Mrs. Anasuya Bharadwaj



Ms. Tejaswi Madivada



CURRENT OFFERINGS



AUSPICIOUS FINDS PLACE WITH THE FINEST.

The Chronicles Of Royal Jewellery, By Kalasha Fine Jewels.

Royal Heritage Collection depicts the beauty and finesse of our rich culture and customs. With sagas of refined royals embellishing our history, beauty, and elegance gracing our lives with excellence, they propose perfect inspiration for jewellery and ornaments.

Your very own family owned, Kalasha Fine Jewels brings forth a mellow collection of Royal Heritage Jewellery. It echoes the significance and sentiments of our royal history and culture.

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

#LUSTROUS, MATTE

Not all that shines is gold, but gold that doesn't shine is unseemly. A lustrous finish or matte finish is the fine line that perfects a gold ornament.

#SOFT AND SMOOTH

Gold must feel soft and smooth, to look and to touch. It reflects the expert craftsmanship and the time invested in designing and crafting the jewellery.

KALASHA FINE JEWELS



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VISIT KALASHA FOR EXCLUSIVE JEWELLERY IN DIAMOND | JADAU | GOLD | PLATINUM | SILVER

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JEWELLERY CERTIFIED BY:



AWARDED THE BEST JEWELLERY STORE OF THE YEAR 2017
FOR TELANGANA & ANDHRA PRADESH By UBM Retail Jewellers Guild Awards - Hyderabad

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