

TWO_CENTS

AN INFORMATIVE NEWSLETTER BY KALASHA

MY TWO CENTS



Dear Readers,

Season's Greetings..!

No river can return to its source, yet all rivers must have a beginning. May the God of new beginnings and the 'Remover of Obstacles' – Ganesha bring all the happiness and great health to the customers & well-wishers of Kalasha.

Ganesh Chaturthi got more propitious with “EKADANTA Collection” by Kalasha Fine Jewels, an inspiration of Divinity and Elegance. The jewellery range starts Rs. 15,000/- included pendants sets, pendants, earrings and necklaces. The feedback and response to our collection was overwhelming. This month KALASHA was a part of a jewellery and life-style EXPO by “Jain International Trade Organization”, Conducted on 28-30th September at Hitex, Hyderabad. Our exclusive handcrafted south Indian jewellery stood out in the crowd and was admired by enormous visitors.

I am rapturous to share with you that our jewellery got nominated for the category of “Excellence in Design - Jadau” for Retail Jewellers Guild Awards 2018, an initiative by UBM India to honour the best in the retail jewellery space from across the country. This jadau choker at Kalasha is basically an artistic way of studding gold jewellery with precious stones like uncut and full cut diamonds and emeralds. The floral pattern and sea green Russian emeralds, not only protects the lustre of gold, but also attracts everyone's attention with its beautiful colours.

Kalasha is very much gratified for making till the Finalists for the Most Prestigious, "India's Coolest Store Awards-2018", in the South Region - Large Format (Area Larger than 5000 Sq Feet). Our Store has been adjudged on the basis of the Story, Exterior, Interior, Advertising, Online Presence & Individuality, by the jury. I give all the credits to my family & team working behind the scene.

After receiving an overwhelming response in Hyderabad, we are launching a new branch, in Vijayawada during the auspicious time of Dussehra with the blessings of Maa Kanka Durga.

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 @ JITO EXHIBITION



NOMINATED FOR PRESTIGIOUS
JEWELLERY AWARDS OF INDIA

THE BYGONE ERA

CRESTS OF HONOUR



MUGHAL EMPEROR FARRUKH
SIYAR IN PALANQUIN.
Rajasthan, Kotah; 1720

The kalgi (Persian: jigha-crest; Hindi: sarpech), a turban ornament, was worn exclusively by the emperor, his family and entourage. It was the ultimate symbol of royalty, or royal favour, similar to the European orders; presentation of a kalgi indicated imperial approval. The Institutes of Timur states that besides the customary belt, sword and horse, a warrior who distinguished himself was to be rewarded with a jewelled heron's feather. Shaped like a plume, the kalgi was a jewelled brooch with large pearl or gemstone usually dangling from its curved tip. This elaborate creation evolved from the earlier Mughal practice of pinning a heron's feather (kalgi) to the front of the turban. Attaching a pearl to the end of this plume so that it curved backwards in a graceful arc was de rigueur in Jahangir's reign. A style introduced by the emperor himself, it is a visible feature in most miniature portraits of him.

During Shah Jahan's reign, the simple pearl'd plume of Timurian descent underwent a radical transformation into an elaborate gem-studded creation incorporating some of the treasury's finest jewels. Despatching Prince Aurangzeb for an arduous expedition to the Deccan, the emperor conferred on him a special sarpech composed of a ruby and two pearls, which the court biographer, Inayat Khan records was worth "one lakh and fifty thousand rupees." There are innumerable references in the Shaha Nama to expensively jewelled and enamelled jighas that were ceremonially presented to family and courtiers in recognition of services rendered.



SARPECH (turban ornament)
North India; 19th Century
Private Collection



Kalasha took the inspiration of the classical Mughal-style jewel, this design is universal throughout India where the Mughal influence was manifest in the 18th and 19th centuries. A turban ornament (sarpech) with three open work foliate cluster panels set in the front with foiled table-cut diamonds, suspended 13 emerald drops. The tapering scroll aigrette with an emerald drop also set with uncut diamonds. The reverse enamelled with green floral motifs on a white ground.

Mughal Kalgi at Kalasha Fine Jewels
Price : 2.95Lakhs
Gross wt. 60gms

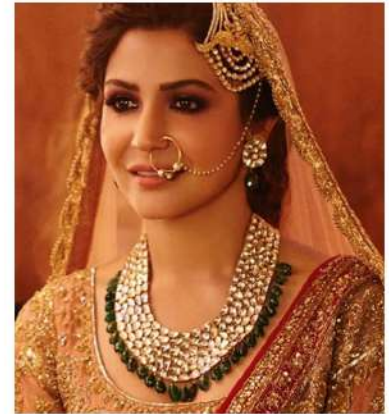


JEWELRY TRENDS

HOW BOLLYWOOD IS SETTING BRIDAL JEWELLERY TRENDS



Brilliant borlas, chokers embellished with pearls and precious stones, twinkling multi-layered necklaces in gold and polki, armlets encrusted with uncut diamonds and rubies, traditional Rajasthani bangles with red velvet on the inside... When Bollywood actress Deepika-Padukone, laden with spectacular pieces of period jewellery, danced into the hearts of viewers in the recent historical drama Padmaavat, she also set a trend in bridal jewellery.



WITHOUT DOUBT, BOLLYWOOD INSPIRES JEWELLERY TRENDS, PARTICULARLY BRIDAL JEWELLERY TRENDS



The fact that Bollywood movies play a huge role in setting jewellery trends can be gauged from the fact that weddings, even in southern India, have picked up trends from Hindi movies'. Padmaavat, he adds, has triggered a trend for Rajputana-style jewellery that has become a must-have for Indian brides.

Pre-mehndi and post-party receptions are now common even in traditionally more restrained south Indian weddings and are fast becoming occasions when the bride gets to wear non-traditional pieces of jewellery that could be of diamonds, precious stones and polki

THE ACTRESSES WE ADMIRE THE MOST

Striking a slightly different note, Ramesh Kalyanaraman says that while Deepika's character did trigger a trend of sorts, 'I'd say that the popular pieces for this wedding season are the ones Anushka Sharma wore for her wedding to ViratKohli. That was more real and was about real people and real jewellery that they used on their big day,'



POINT OF VIEW

TESTIMONIALS

CLIENT



Raju Bestha & family
NRI (USA)

I was originally referred to Kalasha by a friend of mine . After visiting Kalasha and meeting them for the first time I immediately felt extremely comfortable.

As a customer buying jewellery can be a stressful and financially daunting prospect. Most of us don't know enough about what we

are truly purchasing and there can be that fear factor of possibly getting taken to the cleaners when buying something for big occasion. Let me tell you that Kalasha did everything possible to put me at ease. They asked me a few questions about what I was looking for and what type of budget I was working with. They then showed me a few examples and gave me some suggestions on the band. They took time to explain the various factors to consider when making the decision on which one to choose. I was impressed with the collection they hold. And made the beautiful jewellery set for my daughter.

CELEBRITIES



Mrs. Anasuya Bharadwaj



Ms. Rashmika Mandanna



CURRENT OFFERINGS

MAGNIFICENCE MAKES WAY TO HOME THIS FESTIVE SEASON

Add a glint to your devotion by Kalasha Fine Jewels

The season that is specifically dedicated to devotion and worship is enhanced by complementing your attire with the fine jewellery. This season Kalasha Fine Jewels, brings you Ekadanta collection of Ganesha Silver Idols, Ganesha Embedded Jewels, Divine Jewellery Collections and more.

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

#UNIQUE

Stand out in the crowd with your jewellery that's unique and a statement to your style.

#BEAUTYASSET

Your beauty is enhanced by what accompanies you and Jewellery is an asset that flatters your beauty. Prefer the jewellery that compliments your appeal.

KALASHA
FINE JEWELS

A Unit of CapsGold. Estd.:1901

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

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JEWELLERY CERTIFIED BY: **GIA**
SOLITAIRE



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

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