

# Our Two Cents

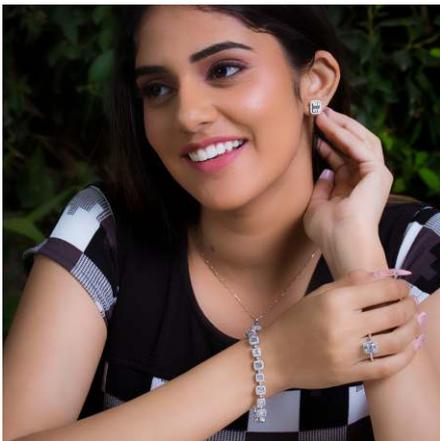
AN INFORMATIVE NEWSLETTER BY KALASHA

Dear Readers,

Seasons Greetings,

Kalasha is hoping that everyone is safe and staying at home. We wish that we overcome this pandemic situation of Novel Corona virus facing by the world real soon.

Every occasion calls in for different jewellery. Every woman own beautiful jewellery from her wedding or treasures given by her mother and grandmother but, what about every day jewellery and jewellery that can be worn to work? Which are light weight yet trendy? Here, we present you the trendiest diamond work wear jewellery. These pretty pieces are available at all our stores.



## CELEBRITIES AT KALASHA

The popular face of small screen, the prettiest anchor Anasuya Bharadwaj flaunted our gorgeous necklace candy made in uncut diamonds and pastel emerald potas and beads. A contemporary piece inspired from the classic English jewellery.



Anasuya Bharadwaj

## WOMENS DAY CELEBRATIONS



We wish a very happy women's day to all our strong, independent, beautiful and smart ladies out there! We strongly believe that women excel in very field they take up and inspire us in every aspect of life. Kalasha had come up with a unique campaign for women's day where we asked our followers to tag one person in her life that inspires her most! We got immense response and Vaishnavi a college student from Hyderabad who has written about her mom was the luckiest person to win a hamper.

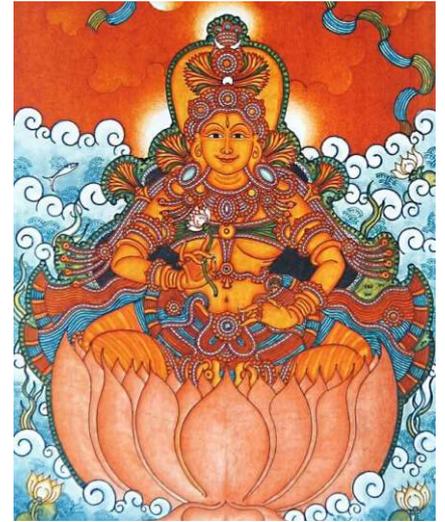
## THE BYGONE ERA

### THE GODDESS OF EVERYTHING! THE MAGNIFICENT ASHTA LAKSHMI NECKLACE.

Goddess Lakshmi means Good Luck to Hindus. The word 'Lakshmi' is derived from the Sanskrit word "Laksya", meaning 'aim' or 'goal', and she is the goddess of wealth and prosperity, both material and spiritual. She is the goddess of prosperity, wealth, purity, generosity, and the embodiment of beauty, grace and charm. Worship of a mother goddess has been a part of Indian tradition since its earliest times. Lakshmi is one of the mother goddesses and is addressed as "mata" (mother) instead of just "Devi" (goddess). Goddess Lakshmi is worshipped by those who wish to acquire or to preserve wealth. It is believed that Lakshmi (wealth) goes only to those houses which are clean and where the people are hardworking. She does not visit the places which are unclean/dirty or where the people are lazy.



She is the active energy of Vishnu. Her four hands signify her power to grant the four Purusharthas (ends of human life), Dharma (righteousness), Artha (wealth), Kama (pleasures of the flesh), and Moksha (beatitude). Representations of Lakshmi are also found in Jain monuments. In Buddhist sects of Tibet, Nepal and Southeast Asia, goddess Vasudhara mirrors the characteristics and attributes of Hindu goddess Lakshmi, with minor iconographic differences.



The goddess of beauty, wealth, and fertility, Lakshmi takes many divine forms. Just as the Mother Goddess Durga has nine appellations, her daughter Lakshmi manifests in eight different ways. This concept of Goddess Lakshmi in her eightfold form is referred to as the Ashta-Lakshmi. Lakshmi is also considered a Mother Goddess when it comes to providing wealth in its 16 forms: knowledge, intelligence, strength, valor, beauty, victory, fame, ambition, morality, gold and other wealth, food grains, bliss, happiness, health and longevity, and virtuous offspring.



#### Necklace At Kalasha

This elaborate piece of art makes you feel like goddess Lakshmi herself! Each idol of lakshmi is finely crafted and studded with diamonds. The hasli unit with traditional diamond craftsmanship is an added beauty to this stunning necklace.

Approx. Price: 33 lakhs

# Things you can Do

— at —

# Home



Clean Your Home



Self Care



Play Music & Dance



Interact on Social Media



Sleep



Watch Shows



# CURRENT OFFERINGS



## JEWELLERY REDESIGN.

**Life is too short to wear the same jewellery.**

Kalasha gives you a wonderful opportunity to redesign your existing jewellery and flaunt the brand new piece effortlessly. All you have to do is to send us the image of your jewellery and we will get it redesigned by our expert designer.

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!



Select your jewellery, which you want to redesign.



Video call & requirements of redesign.



Kalasha will provide 2 new design options.



Select and finalise.



Have the redesigned jewellery wear and flaunt.

## FACTS

Gold jewelry differs around the world as tastes and preferences differ but south Asian gold jewelry is generally more pure than jewelry made in western countries. Jewelry in south Asia is generally 22 karat where western jewelry is closer to 14 karat. Color of Gold can be modified depending on the other metals it's alloyed with.



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

Visit Kalasha For Exclusive Jewellery In Diamond | Jadau | Gold | Platinum | Silver  
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Jewellery Certified By:

