

ISSUE 19: July 2019
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KALASHA
FINE JEWELS
A Unit of CapsGold. Estd.:1901

TWO_CENTS

AN INFORMATIVE NEWSLETTER BY KALASHA

MY TWO CENTS



Dear Readers,

Season's Greetings..!

Everybody wants happiness No One wants pain but you can't have a rainbow without a little rain. Hope you all are safe & sound and enjoying this beautiful weather with your loved ones.

This month Kalasha presented its “**Royal Heritage & Vintage Collection**” at the exhibition curated by Aparna Sunku on 4th & 5th July, 2019 at The Residency, Coimbatore which was a visual treat which boasts of artistic merit representing jewellery at its pinnacle of perfection. Many prominent guests like Mrs Nidhi Gupta (National president ladies circle india), Mrs Abhiramhi mahendran , Mrs Vasanthi Sounderrajan , Dr Suma Natarajan , Mrs Pallavi Mandradiar were present at launching of the extravagant exhibition.

The house of marvelous, exotic, traditional & contemporary designs “KALASHA FINE JEWELS” partnered with Mugdha Art Studio and hosted its “**Great Indian Jewellery & Handloom**” Exhibition cum Sale at Novotel, Vizag on 12th -14th July, 2019. Mrs Vani Gannamani (Director at CSV at Fluentgrid Ltd), Mrs G Hanuma Sree , Mrs Asha Jasti , Mrs TV Vijaya Kumari (Director at red magazine inaugurated the exhibition) were the part of the launch.

After the online judging of designs with care and attention, the eminent jury for the 15th **FURA Retail Jeweller India Awards 2019** has shortlisted our design submissions in the following categories: Bridal Heritage Polki Jewellery of the year, Bridal Precious Coloured, Gemstone Jewellery of the year, Coloured Gemstone Ring of the year, Coloured Gemstone Earring of the year, Heritage Polki Earrings of the year and Best Work Wear Jewellery

We are now among a chosen few who will get the opportunity to showcase the designs to the jury panel.

Our designs will be featured amongst the *Top 100 Precious Jewellery Designs of India 2019* and our retail store name listed in Indian Retail Jewellers Elite Circle of Excellence 2019.

We are so excited to introduce our Monsoon collection of Jewels this season.

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 @ Coimbatore Exhibition



Kalasha @ Vizag



**Nominated for
Retail Jewellers India
Award ,2019**



THE BYGONE ERA

FLORAL SPRAY EAR RINGS

Spells the grace & authenticity : Anna Magnani born on 7th march 1908 was an Italian stage and film actress who won the Academy Award for Best Actress, along with four other international awards, for her portrayal of a Sicilian widow in The Rose Tattoo. She was referred to as "La Lupa," the "perennial toast of Rome" and a "living she-wolf symbol" of the cinema. Back in 1959, Anna Magnani wore her Bulgari platinum, ruby and diamond earrings with matching brooches.

Bulgari began to create inventive floral spray earrings and brooches in the late fifties. French jewelers since the eighteenth century have frequently incorporated into their pieces realistically rendered floral motifs which were often arranged in free form compositions, reaching what may be considered its apogee during the mid-nineteenth century, due to the work of the Parisian jeweler Oscar Massin, the floral motif continued to spread thereafter, remaining fashionably well into the twentieth century and beyond (except during the Art Deco period, when flower motifs became extremely stylized). During the latter half of the eighteenth century, some floral brooches were innovatively made by attaching the flower heads to the mounts with springs, thereby allowing them to quiver at a wearer's every movement, creating shimmering visual effects. This kind of mount was referred to as *en tremblant* (trembling).



Bulgari Platinum, Ruby & Diamond Earrings ,1954



Anna Magnani Wearing Her Bulgari Platinum, Ruby & Diamond Earrings with Matching Brooches ,1959

The diversity of the coloured diamonds that tremendously varied in size, shape and hue ranging from golden yellow to cognac, pink to lilac and blue to green lead to the creation of a series of floral-spray motifs with flowers of different shapes and colour.

Floral Ear Rings @ Kalasha

Gross weight : 25.77 grams
Cost : INR 3,00,000.

Keeping this remarkable and tantalizing piece of art in mind, Kalasha fine jewels developed another analogous piece of its own drawing inspiring from it. This gorgeous blend of traditional and modern style of earning is made in 18 carat yellow gold. It has a gross weight of **25.77 grams** and has 2 different kinds of diamonds. Namely, baguette and round diamonds of EF colour and VVS1 clarity. It also contains **2 ruby stones** which can be changed according to one's preferences, the total cost of which comes up to **Rs. 3 lakhs**.

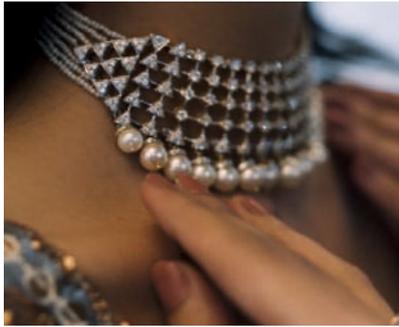




JEWELRY TRENDS

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. Mahesh Konijeti

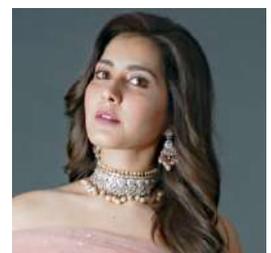
It was my wedding around the corner and I visited quite a few jewellery stores but was not satisfied enough as they did not have a lot of variety for men's jewellery but I must say that Kalasha Jewels not just has great jewellery for women but also has a good collection for men's, suiting all occasions. Not just the jewellery but the customer service was on point, quick, easy and hassle free.

Thank you so much for providing me good number of options for men's and I wish to come back very soon and would definitely recommend my friends too.

CELEBRITIES



Ms. RAKUL PREET
(Actress)



Ms. RASHI KHANNA
(Actress)



CURRENT OFFERINGS

The Glamorous Surprises of Kalasha.

All of our jewellery collection will lift your spirits in style. Kalasha holds a collection of precious jewels that enhance your charm upon every glance. Kalasha Fine Jewels collection is full of glamorous surprises. Our Jewellery is crafted with utmost care and detail. Everything at Kalasha has been placed perfectly to provide you with an illustrious experience! The jewellery you choose to wear defines you! Don't settle for the ordinary choose only from the finest range of collection at 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. Guttapusalala 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

BAROQUE

A pearl with an irregular shape.

BAUBLE

A small, showy ornament of little value; a trinket.



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