

ISSUE 15: March 2019
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..!



It was been a fantastic wedding season, we had delightful customers all along. I wish all of you a Happy *Maha Shivratri*, may Bholenath blesses you with a happier and more prosperous life.

Wedding ceremony is so important because it binds you to a life time commitment with your loved one. Kalasha presents its **bridal collection** handcrafted with love. The Beautiful South Indian wedding jewellery, adorned with the most classic designs for every occasion from engagement to reception ceremony under one roof.

Colour diamonds are as rare as they are beautiful. But only diamond experts can bring out their true potential. So, Kalasha came up with natural Marquise shaped pink diamond and natural yellow diamond jewellery, created by select craftsmen for our **Rarest of Rare collection**.

Kalasha Fine Jewels, Bengaluru team presented the breathe taking collection on 8th -10th March at 'The Jewellery Show' at Plaza Hotel Mysore, Bengaluru. Many renowned public figures and prominent guests cherished our collection. Kannada Actress *Ashika Ranganath* unveiled the collection at the exhibition.

The SHE Team of Hyderabad police has organised a "VR1" run as part of **International Women's Day** celebration. Kalasha Fine Jewels has sponsored **SHE Team** for creating awareness in the society for dignity and equality, the VR1 run was scheduled on *March 17, 2019* at *People's Plaza* on the necklace road. The theme of this year is 'VR1'. Hyderabad is one of the safe cities in the country for women and we aim to make it the safest city for women. Employees of Kalasha participated in large numbers and made the Run successful.

I am very delighted to share that next month Kalasha is turning two and we will come up with exciting offers for you.

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 @ THE JEWELLERY SHOW



KALASHA @ SHE TEAM RUN, 2019



THE BYGONE ERA

RUPAIYA HAAR

GARLAND OF COINS

The Kasu Malai, Kamchanamala or rupaiya har, a garland coins, is the most striking example of ornaments serving as instruments of savings. The antiquity of the jewel can be traced to the Rig Veda, where the term niska might be the earliest reference to this type of ornament. Niska probably refers to some form of monetary exchange and is used in connection with a garland of coins made of both gold and silver. The Mahabharata too mentions it as “an ornament for both men and women; a round piece of gold, tied at the neck in a string or chain, at times several such pieces strung into a necklet.”

From its description, the niska was evidently the forerunner of the popular kasu malai or rupaiya hor worn even today all over India. The ornament probably became popular during the period of Roman trade, when Roman gold coins were used to pay for gems. The coins that came from European trading partners too were similarly employed. In the 19th century, it became very fashionable to string English guineas in this manner. At around this time, coins bearing images of the various Hindu gods and goddesses were specially struck from dies, to be worn in this fashion. The purity of the gold and the intrinsic value of the gold coin made this ornament a popular instrument of savings.

This Kasumala is an essential necklace in every south Indian woman's jewelry collection. Kasu meaning 'coin' and Mala 'necklace' is also known as Kasulaperu in Telugu. the Kasumala is made up of small gold coins which are so closely strung together that they overlap one another and also embedded with 11.2 carats of the highest quality colourless diamonds. This is a traditional south Indian necklace which is extremely popular and has become a significant bridal choice. Today, Kasumalas are trending in a huge varieties of designs from plain Kasu Malas, Lakshmi, Parrot Kasu Malas to designer Kasumalas.



This specific piece mastered by Kalasha Fine Jewels is weighed to be 248 grams of exquisite craftsmanship. To south Indians, jewelry is deeply rooted in every aspect of their life tradition, religion, rituals, ceremonies, weddings, festivals and is perceived as a status symbol, the abundance and display of which is proportional to one's success in society. Kasumala is a highly desired jewelry necklace for a south Indian bride as it is considered to be the most regal and auspicious bridal jewelry that carries family legacy and traditions. Graceful, elegant, beautiful, diva; these are some adjectives that perfectly go with a South Indian bridal look. Let's see how the magnificence of the Kasumala or Kasuperalu further adds magic to their ensemble.

KASU MALA
AT KALASHA FINE JEWELS
Price : 11.2 Lakhs
Gross Weight : 248 Gms



A LADY (By Raja Ravi Varma)
A Traditionally Dressed And Ornamented Lady From Kerala.



KASU MALA
A Variation of Kasu Malai, This Example is made with gold specially stamped with images of the gods Ram, Sita & Hanuman on One Side and the 'Sri Ram, Jai Ram, Jai Jai Ram' on the Reverse.



JEWELRY TRENDS

THE SPRING JEWELRY TRENDS EVERYONE WILL BE BUYING IN 2019



SINGLE GOLD THREAD ANKLET

This is for the minimalist in you. If you like understated jewelry, look no further than the simple gold chain anklet. It can look chic and neat on your foot/feet, and add a dose of feminine charm. These pretty anklets can be worn with all outfits.

B. PEARLS

The pearl anklet is a classic bauble to add to your jewelry collection. It looks stunning and erudite. Nothing adds elegance to a woman's appearance like pearls do. A round anklet made from small-sized pearls with smooth surface and edges, along with tiny metallic balls in between them make for the perfect accessory.



C. SILVER ANKLET

If you're a traditionalist at heart, you may want to try a silver anklet and make a statement. The traditional silver anklet with hollow silver pellets around looks great in either a glossy or an oxidized finish. To make it more ornate, go for a statement broader designs. If wearing them to a wedding, try picking one that has enamelling or gemstones inset.



POINT OF VIEW

TESTIMONIALS

CLIENT



Ms. Shrilakshmi Bejgum

I have been a patron of many jewelry stores over the years, but for the past one and a half year Kalasha Fine Jewels on Banjara Hills, Hyderabad, has been my hands down favorite. Their service department is second to none, and their selection is outstanding. While most stores will show you catalogs with pictures of jewellery they can "order" for you, Kalasha Fine Jewels is not afraid to have many models in stock. So you can see the real item before buying. Plus they are discerning buyers with great taste and are in tune with the latest and most desirable designs. Plus they are discrete. You will not see one boring piece in the store. If you're interested in an outstanding statement-making piece, Kalasha Fine Jewels is your one stop shop.

CELEBRITIES



Actress
Lakshmi Manchu



Actress
Ashika Ranganath



CURRENT OFFERINGS



BRING COMPASSION, TENDERNESS, AND LOVE TO HOME.

With the help of our experienced team members, we have designed and manufactured this jhula with attractive designs and alluring pattern inspired from Nita Ambani's Collection. Place a Lord Ganesha Jhula in your living room to spend some time before it each day and you are soon going to overcome all the obstacles that you face, all the things that prevent you from fulfilling your dreams and reaching the heights of success that you want to reach. There are considerations to make when designing your Pooja room that can create a more positive and harmonious environment. It is said that the Pooja room enhance the positive energies. Add this handcrafted Jhula from KALASHA FINE JEWELS to your Pooja ghar and bring compassion, tenderness, and love to home.

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

AURORA

The dawn in the early morning. Example: The aurora over the skyline was too beautiful not to photograph.

INEFFABLE

Too great to be expressed in words

KALASHA FINE JEWELS



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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

