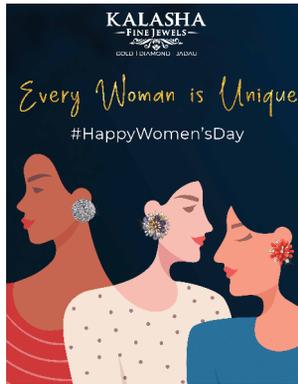


Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

Dear Readers,

A woman is a full circle. Within her is the power to create, nurture and transform. We wish all the beautiful women out there, Happy International Women's Day! Celebrations at Kalasha Hyderabad store were done with Mrs. Vanilatha and ladies of Kalasha family on the occasion of women's day.



KALASHA turns 5 this April! These 5 years wouldn't have been same without the support of our associates, clients and well wishers. We thank everybody who is a part of our journey. We are back with our exclusive anniversary offers. Actress Rashi Singh graced the occasion along with influencers to launch our offers in a curtain raiser event. Speaking to the press Mrs. Sowmya Chanda explained about the offers starting from 4th Apr to 24th Apr.



KALASHA X ANUPAMA PARAMESWARAN'S

Anupama Parameswaran's bridal look captures the true essence of perfect telugu bride. We can see her adorned in gold temple bridal jewellery set precisely crafted with at most details.



THE BYGONE ERA

THE DIVINE NINE POWER OF THE NAVARATNAM

As per ancient Indian Vedic beliefs, the 'Navatatham' is an amalgam of the nine most precious gemstones, renowned for their powers of spiritual healing. The mystical tradition of wearing the nine gems, linked to the nine planets is said to bring about great positive changes in all aspects of life. Although the origins of Navatatham cannot be traced back in written history, many cultures accept the sacred practice and even the modern believers of scientific gemstone therapy have taken note of it with approval.

History of Precious Gemstones:-

During the ancient time, Navaratna Jewelry was predominantly worn by the kings and the emperors (Maharaja) in the form of an amulet. The royal rulers in ancient India revered gemstones as Hindu Gods and the Navaratna were implied to represent the universe. The nine gems were considered so powerful that only the kings and emperors were given the privilege of wearing certain types of Navaratna jewelry due to their perceived potency. For example, only the Maharaja and his intimate relations were permitted to wear royal turban ornaments.



Fig-01

The Nine Stones and Planets

The nine stones used are **Diamond, Ruby, Emerald, Coral, Pearl, Sapphire, Garnet, Topaz** and **Cat's eye**. It is believed in astrology, that each planet watches over one of the nine gems and offer to the wearer. Shukra is the planet for Diamond, Sun for Ruby, Saturn for Sapphire, Rahu for Garnet, Ketu for Cat's eye, Moon for Pearl, Guru for Topaz, Budh for Emerald and Anagraha for Coral. The setting of the stones is believed to hold mystical powers, tied to astrology, mythology and intrinsically linked to the Indian religions of Hinduism, Jainism and Buddhism. The ancient origin of the significance behind the nine gems has proved impossible to trace but is inherently tied to mythological concepts around cosmology and astrology Navaratna jewellery can be set in rings or pendants that are mounted, so that the stones touch the skin. The weight of the stones is being decided according to the individual's astrological chart.

Fig-02

Text - <https://www.indianmirror.com/culture/jewelry/navratna-jewelry.html>
<https://www.9gems.in/blog/colours-of-navratna.html>
<https://iigindia.com/blogs/navratnam-9-planetary-gemstones/>
Fig-01,02 - www.google.com



Kalasha Fine Jewellery :

As Kalasha is known for its Rich Heritage jewellery, Navaratna jewellery cannot be skipped. This Majestic Navaratna choker is engraved with beautifully carved Navaratnas and Polkis. A wonderful amalgamation of Traditional Navaratna jewellery into Contemporary choker.

KJNK3-0196

Gross Weight: 170 gr.

Approx price: 13 lakhs

JEWELLERY TRENDS

WEDDING TRENDS FOR THE MEN IN THE HOUSE

Minimalist or glitzy, grooms are increasingly pairing their wedding ensembles with the sparkling accessory. Men wearing jewellery isn't uncommon, or a break from tradition for most of India. Although jewellery has only recently become a fashion statement for men, it was an everyday occurrence and a common accessory in ancient India. Many kings and emperors, as well as people of the royal court often donned pieces such as rings, bracelets, stacked necklaces, toe-rings and even clip-on earrings.

Puligoru Necklace

Puligoru, in other words, tiger claw jewellery is traditional South Indian jewellery, resembling the claws of a tiger. These designs generally consist of lockets made of gold and different types of gemstones embedded on them. The lockets usually look great on pearl and beads necklaces and recently large puligoru pendants were seen trending in mens wedding attire.



Saathlada Necklace

Saathlada means seven strands. It comprises of seven strands of pearls, each strand has its pendant made of gold and precious stone. This jewellery is traditional to the Hyderabad Nizams and is being used excessively in both women and groom wedding jewellery nowadays.



Temple Jewellery for men

Temple jewellery is traditional south Indian style jewellery. This kind of jewellery is inspired by ornaments used to decorate the idols of Hindu gods and goddesses in South India. Simple chains or gold beads strands with a big temple pendant are in vogue for grooms.



Layered Pearls and Beads necklaces

These are the most trending necklaces for grooms in the recent times. Generally, they are 4 or more layered strands of pearls, ruby beads or emerald beads without any pendants which is why they compliment any outfit like sherwani, kurta or even wedding suits.

Text -<https://www.southindiafashion.com/2019/11/trending-indian-groom-jewellery.html>

FROM HOBBY TO PASSION



Creating something new out of scratch was always my hobby, as I grew up this hobby slowly turned into obsession which made me study at NIFT. My mom is my biggest inspiration in designing. She stitches all my clothes since I'm a kid & that's what made me fall in love with it. Now I design clothes to my friends and family in my free time. That's why I keep saying I'm a fashion designer by passion & jewellery designer by profession.



-Swetha Mamidi-

CURRENT OFFERINGS

KALASHA
FINE JEWELS
GOLD | DIAMOND | JADAU

5
FABULOUS
YEARS

NO MAKING WASTAGE ON DIAMOND & JADAU
(NOT APPLICABLE FOR CLOSE SETTING)

DIAMONDS ₹62000/-
PER KT
(OFFER VALID ON ENTIRE STOCK)
VVS CLARITY / EF COLOR

25% OFF
ON 1ST INSTALLMENT

4TH - 24TH APRIL

HYDERABAD | VIJAYAWADA | BENGALURU
TEL : +91 93939 92499 | WWW.KALASHAJEWELS.COM

5 FABULOUS YEARS CELEBRATION OFFER!

Take yourself and even your family through KALASHA FINE JEWELS magical world of handcrafted fine jewellery and never miss the boat to classy, high-end, exclusive fine jewellery – wherever you might be across the globe!

Download our App to schedule a video call now!

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!

FACTS

The Lightest Gemstone

Amber is considered to be the softest and lightest gemstone on the face of the earth. This beautiful gemstone is so light that it floats in salt water. The stone is the result of resin and sap from the fossilized prehistoric trees. Baltic amber, which is considered to be the strongest type of amber, is used for creating amber jewellery.



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

The Best Ring Design
Award 2020

Sterling Silver Artefact
Award 2021

Best Statement Jewellery
by IJ Design Awards 2021

Visit Kalasha For Exclusive Jewellery In Diamond | Jadau | Gold | Platinum | Silver
Banjara Hills, Hyderabad | MG Road, Vijayawada | Jayanagar, Bengaluru

Jewellery Certified By:

