

ISSUE 21: September 2019
For Private Circulation Only

KALASHA
FINE JEWELS
A Unit of CapsGold. Estd.:1901

TWO_CENTS

AN INFORMAT IVE NEWSLETTER BY KALASHA

MY TWO CENTS



Dear Readers,

Season's Greetings..!

September has been a blockbuster month for the number of people flocking the stores to splurge on the occasion of Navaratri. It has also been a month of great sales serving all the brides-to-be this wedding season.

Kalasha in association with Deccan Chronicle held 'DC Gold' hungama lucky draw that saw two lucky winners named Revathi and Koteswara Rao, winning LED TV and a DVD player each.

We are super elated to host, 'The Great Indian Jewellery & Handloom Exhibition', held in Vijayawada Novotel between 13th to 16th of September that saw prominent footfall of jewellery enthusiasts from the city.

In the series of other events, our CapsGold Group director Chanda Sreenivas Rao garu was seen felicitating Sri. Kishan Reddy garu (Union Minister of State for Home Affairs) at a private event. It was an evening of exchanging pleasantries over high tea.

House of fine jewels Kalasha has come up with a quarterly lucky draw with the tag, 'Win a Solitaire', where customers are required to guess the size of the solitaire, fill in the details and drop it in the drop box. Winners will be announced on quarterly basis, where the lucky winner wins a solitaire.

Lastly, we at Kalasha are super excited for the Navratri as we are launching nine exciting statement pieces of jewellery to curb your festive needs. We also wish Durga Maa may shower her blessings on all of you and take the evil out of your lives and shower only good and positivity.

I hope you are enjoying reading this newsletter.

Kindly email your suggestions to abhishek@capsgold.com

Happy Reading
Abhishek Chanda
Director
Kalasha Fine Jewels



Mr. Chanda Sreenivas Rao
felicitating Sri. Kishan Reddy



'DC Gold' Hungama
Lucky Draw Winners



Quarterly Lucky Draw
by KALASHA



Great Indian
Jewellery & Handloom
Exhibition @ Vijayawada



THE BYGONE ERA HAIR ORNAMENTS

The ritual of a weekly oil bath and the preference for long black tresses still survive in India. Oiled, combed and plaited, the hair is adorned with garlands of jasmine buds that bloom in the hair, radiating mesmeric spell. According to Hindu mythology, the three strands of a woman's plait are intended to symbolize the confluence of India's three most venerated rivers – the Ganga, the Yamuna and the Saraswati- or the trinity, Brahma, Vishnu and Shiva. To adorn the beautiful plaits of women, numerous hair adornments have come into existence, the popular being Nagaram, Rakodi, and Talaisaman, which are believed to harness the potent energies resident in the sirasachakra located on top of the head.

As a symbol of fertility, the snake form has been incorporated into many ornaments in south India, the Nagaram being the most distinct. It is a composite jewel made up of several elements. Right on top is the nagar, a large cobra-head form, under whose canopy Lord Krishna is often rendered dancing in victory over Kaliya. A traditional gold jewel is set with diamonds and rubies, edged with pearls. Other popular designs being, Krishna and his cow flanked by dancing nymphs under a multi-headed cobra.



The rakodi, a round ornament worn on top of the head, has its origins to decorate the heads of metal images of deities, also known as sirasachakra. It is a round gold ornament set with rubies and diamonds and worn on top of the head, to stimulate a halo.

Talaisaman was worn along the parting of the hair together with emblems of sun and the moon on either side, and were purely decorative.



In large parts of India, a variety of forehead ornaments were once popular. Head ornaments are a category of Indian jewels that are fast vanishing, the first to fall prey to the goldsmith's melting crucible. They are now popular largely as a part of bridal attire and the traditional ornamentation of classical dancers.

There are other hair ornaments in gold set with rubies, emeralds and diamonds and with strings of pearls and red glass beads. This unusual ornament is a combination of the jhumar, usually worn on the side of the head, and the dauni, framing the face. The two long jeweled coils might be stylizations of ringlets.

Braid tassels are pretty famous and frequently worn too. Gem-set and enameled in gold, the tassel secures the end of the braid. These are popularly worn by women and kids across India, and predominantly brides.

Puchootal (flower for the hair) – A woman in the seventh month of pregnancy is adorned with flowers, symbolizing fertility. Flower forms stimulated in gold and set with gems were often specially made for the occasion by the affluent classes.



Hair Ornaments @ Kalasha
Price: 2,30,000/-
Gross Weight: 48.700 gms
Kt: 22 k

Taking cues and inspiration from the bygone era, we at Kalasha fine jewels curated the best collection of hair adornments to satiate your bridal jewellery cravings. The craftsmanship and finishing touches we lend to all the pieces is uncompromised. Come look yourself at the wide range of collection we house at our store located in Banjara hills.



JEWELRY TRENDS

JEWELLERY TRENDS TO SWEAR BY THIS WEDDING SEASON

Hey lovelies, from guiding you to make fashion-forward choices to kicking away your wedding woes, we at Kalasha are all geared up to keep your wedding blues at bay. Updating you about the latest jewellery trends is our favourite thing to do as you all really know by now. All you jewellery enthusiasts, who are really on the look out for jewellery that is a perfect amalgamation of contemporary yet traditional, should walk into Kalasha and thank us later. Meanwhile, buckle up and keep yourself posted on the happening trends on the charts right now.



DANGLERS / SHOULDER DUSTERS

Traditional jhumkis and chaand baalis might forever be in vogue, but modern brides are embracing dangles/shoulder - dusters of late. They make for a perfect pair of earrings to complement your reception look. Just pair them with your heavily embellished lehenga or on your carefully chosen reception saree. You are sure to make heads turn in awe!

BIGGER STUDS

Bigger studs have come here to stay. They are said to be the most sophisticated jewellery in every woman's jewellery collection. Get your hands on the bigger yet bold stud designs available at Kalasha to make a noticeable statement.



CHOKERS

Collar chokers scream minimalism. If you're on the looking out for simple yet extravagant jewellery designs, collar chokers should be your pick. They can be worn with a saree/low-neck salwar/crop-top to stand out among the crowd. This vintage model has made a huge comeback with slight modifications here and there. Deck yourselves up with this beautiful adornment in countless models available at Kalasha today.



POINT OF VIEW

TESTIMONIALS

--- CLIENT ---



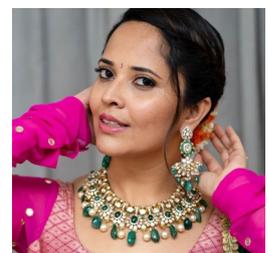
Mrs. Kousthuba Vasgi

I've decided to splurge on jewellery for my sons first birthday only at Kalasha after relentlessly searching for the right jewellery at numerous other stores. Price and the variety of statement pieces available at the store are the major add-on during my purchase. The service and hospitality provided by the team at Kalasha is noteworthy. They help you patiently until you find the right piece to complement your outfit. None the less, I've received countless compliments for my jewellery. Thankyou, team Kalasha, for being a part of my lifetime memory.

--- CELEBRITIES ---



Ms. Nandini Rai
(Actress)



Ms. Anasuya Bharadwaj
(Actress)



CURRENT OFFERINGS



Durgostav Collection Now At Kalasha

The durgostav collection which was launched during navratri is the epitome of the grandeur of the navavataras of lordess durga. We have carefully curated the collection with designs which are a perfect blend of elegance, simplicity and grace. The full range of the collection available 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. 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

BYZANTINE CHAIN

A type of chain that features links that are set closely in an intricate pattern.

GIRANDOLE

Chandelier earrings that feature three distinct dangling parts.



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By UBM



The Best Heritage Bridal Jewellery
Times Retail Icons 2018



Temple Jewellery of the Year
IJ Jewellers Choice
Design Awards 2018