

Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

Dear readers,

Kalasha proudly celebrates its 119th founders this August 15th. The day started off with flag hoisting by Mr. Sreenivas Rao Chanda and his wife Mrs Indira Chanda at the premises of Kalasha fine jewels followed by Satyanarayana pooja performed in the store for everyone's well being followed by team lunch maintaining social distance. CapsGold founded in 1901 emerged to be a leader in bullion trading since its existence. Our founder Shri Chanda Anajaiah was the visionary behind the company what we are today. Generations thereafter have and will always follow the path paved by him. We will strive to retain the trust and value of our clients. Though the pandemic has disappointed a lot of enthusiastic groups celebrating Ganesh Chaturthi with hustle and bustle, but many were seen welcoming the transaction of environmental friendly celebrations and eco-friendly Ganesh. Kalasha prays to Lord Ganesh to pave our paths in the right direction. Happy Ganesh Chaturthi to all.

This august we have also introduced Kalasha's Swarna Kalasham mobile application where can simply register through your phone number and login. This App is a one-stop application to view all the scheme related information, join new schemes and also hassle-free payment gateways.

With heavy hearts and grief in informing that our branch manager Mr N Ravindra is no more with us. He was a very enthusiastic and energetic person. He was exceptional in sales and a dedicated gentleman. It was an unexpected incident which left everyone in shock. May God give all the strength to his family and may his soul rest in peace.

Hope you are enjoying reading our newsletter for any suggestions and improvements,

mail us at: media@kalashajewels.com
Team Kalasha.



Kalasha In SPOTLIGHT

Founder's day celebration and performing of Satyanarayana Pooja for well-being of everyone was done on August 15th. All the safety protocols were followed during the celebrations.



THE BYGONE ERA

THE SPLENDOR OF ART DECO JEWELRY



They first called it Style Moderne; the term Art deco was born after the World's Fair in Paris, known as Exposition Internationale des Arts Decoratifs et Industriels Moderners. The name stuck as did the taste for the streamlined architectural jewelry presented there. "Art Deco jewelry remains one of the strongest and most collectible sectors of the jewelry market".

Rather than one definitive style, Art Deco was shaped from various inspirations and was at the height of popularity from the 1920's to the 1930's. The art movements that inspired this era were Cubism's geometric shapes and the bright colors of Fauvism.

Those who are the lovers of Classic glamour, Art deco jewelry is a definite must-have. From dazzling and wonderful jewelry to architecture, and all the aspects of design, this was the style

"Seasons After Seasons We See Exceptional Pieces from the 1920s and 1930s".
Art Deco Jewelry Style

This jewelry represents ultimate attention to detail in terms of design, materials and craftsmanship, and will always harken back to that glamorous period 'between the wars', when lifestyles called for dressing up and wearing lots of jewelry every day.

The jewelry of this era focused on repeating and symmetrical geometric designs with contrasting colors, rather than soft curves and complementary colors that were previously favored. The jewelry styles remained popular through the late 1930s and have since reemerged as one of the most popular antique jewelry styles.

New materials such as platinum and chromium were popular with cool white, flat and geometric shapes. Color was added with bright stones and enameling.



Kalasha Jewelry

This beautifully handcrafted neckpiece truly inspired from the Art deco period, is a perfect piece for all art lovers. With symmetry and studded with elegant gemstones and diamonds, this necklace reconnects you with the period.

Gross Weight: 186.845 gr.
Approx price: 17 lakhs



JEWELLERY TRENDS

CHARM JEWELLERY THE NEW QUARANTINE FASHION



The past few weeks has been a time of reflection to looking back to the good golden days. As we are here, closing into another week of quarantine and self-isolation, trends from our past are slowly trickling back into our lives. We all can agree to a fact that, no other piece of jewellery gives us the complete feel of nostalgia in a sweet and classic way, that a charm bracelet or necklace can give. Moving away from larger-than-life chunky statement pieces for a slightly more subtle approach to accessorizing charms.

Even if you are stuck at home, Charm necklace can elevate your mood. To add the extra bling to your online meetings and get-togethers, these tiny little pieces are a perfect set.



In the world of charm jewellery, more is more. Each piece is symbolic and often sentimental-like the jewellery equivalent of a scrapbook, charms are collected as wearable memories that can be added to necklaces, bracelets, rings, and earrings. And while charm jewellery is booming, it's a genre that's been around for centuries.

A pre-curated piece is always an option, but if you plan to create your own, follows this advice: "[Find] a larger charm that can be an anchor: a piece that the other charms can all be built around," says Jennifer Shankar, founder of MUSE showroom. "The most important thing is to find charms that speak to you. If you can find personal meaning in a charm, you will never want to take it off."

These are the perfect accompaniment to your already busy wrist. These charms of 2020 come in all shapes and sizes for everyone. These can be the perfect adult upgrade from your childhood jewellery box favourites.



CURRENT OFFERINGS

SWARNA KALASHAM MOBILE APP

A one-stop application where you can register and view all the scenes related to the **Swarna Kalasham** scheme. A very user-friendly application for the mobile logins and hassle-free payment gateways.

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 earliest diamonds were found in India in 4th century BC, although the youngest of these deposits were formed 900 million years ago. A majority of these early stones were transported along the network of trade routes that connected India and China, commonly known as the Silk Road. Some of the famous diamonds of Indian origin are – Koh-i-noor, Hope, Daria-i-noor, Dresden green, Moon of Baroda, Florentine diamond, Jacob diamond, Noor-ul-ain, Arlav diamond, Shah diamond and many more.



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
Banjara Hills, Hyderabad | MG Road, Vijayawada | Jayanagar, Bengaluru

Jewellery Certified By:

