

Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

Dear Cherished Readers,

As we gracefully step into the enchanting realms of the final month, we find ourselves reflecting with immense gratitude upon the journey we've shared throughout this extraordinary year. Each passing month has been a testament to the bonds we've forged, and the stories we've woven together.

With the winter winds whispering tales of love and celebration, we extend our heartfelt thanks to the beautiful brides who have entrusted us with adorning their special moments with our exquisite jewellery. Your trust is the true jewel in our crown

In the spirit of celebrating love and commitment, we were thrilled to host an exclusive bridal showcase at the heart of Coimbatore from December 14th to 16th. The event, curated by Mrs. Aparna Sunku, was a radiant tapestry of elegance and sophistication. The inauguration of this three-day jewellery extravaganza was graced by the presence of many distinguished guests, adding an extra layer of grandeur to the affair. It was a momentous occasion that brought together connoisseurs of beauty and craftsmanship under one glittering roof.

The exhibition itself was a visual symphony, showcasing an array of breathtaking pieces that catered to diverse tastes. From resplendent gold bridal sets that echoed timeless tradition to the mesmerizing brilliance of diamond jewellery, every piece was a manifestation of unparalleled craftsmanship. Our showcase also featured the regal allure of polki sets, each piece telling a story of heritage and opulence. For those enchanted by the allure of tradition, our display included a captivating array of kundan jewellery, seamlessly blending the richness of the past with the allure of the present.

As we bid farewell to the old and embrace the promises of the new, we carry with us the memories of this exquisite showcase—a celebration of love, commitment, and the enduring beauty of finely crafted jewellery.

Wishing you a joyous holiday season filled with love, laughter, and the sparkle of cherished moments.

Warm regards,
Team Kalasha.



Please share your valuable feedback at media@kalashajewels.com

THE BYGONE ERA

THE AUSPICIOUS JEWEL THAT MEANS MARRIAGE - MANGALSUTRA

In the time when we all consider jewellery as an essential to make a fashion statement, there is one necklace that women in India wear as a symbol that defines their holy bond with their husband - the mangalsutra.

The mangalsutra designs may have derived over the hundreds of years, but its divine significance continues to remain unchanged. The term 'Mangalsutra' is made up of two words 'mangal' and 'sutra'. By the 'mangal' means auspicious and 'sutra' means thread.

At the time of wedding, the groom ties the mangalsutra to the bride's neck as a significance that their relationship would be as promising as the mangalsutra (the auspicious thread). Therefore mangalsutra is also a symbol of married women.

It symbolises that they will be with each other for life until death separates them. A mangalsutra is a symbol of marriage and the wife is meant to wear it all her life indicating the love and commitment the wife and husband have towards each other.

It is believed that the black beads of a mangalsutra are blessed with spiritual powers to protect their marriage life. It is also believed that the wife wears a gold mangalsutra to shield her husband from misfortune or bad luck. The golden pendant (Gold mangalsutra) represents the Supreme power.



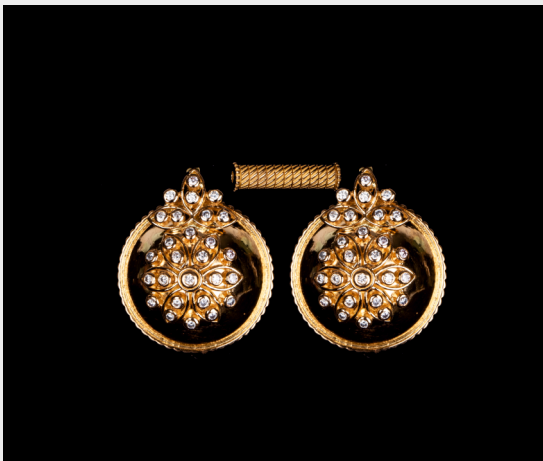
Fig-01



Fig-02

It is believed that mangalsutra, which is one of the most essential aspects of the Hindu tradition, originated in South India and was adopted by the Northern states. In South India, the name and style of a mangalsutra change depending on the community and caste. It is usually called a Thaali or Thirumangalyam, and it has a long yellow thread and a gold pendant representing the Goddess Supreme. The North Indian version of a mangalsutra usually has a black beads chain and a gold pendant. The pendant is called the Tanmaniya and it comes in a variety of designs. North Indian weddings usually have a separate ceremony for tying the sacred thread around the bride's neck.

Fig-01 , Fig-02, & Text - www.google.com, www.candere.com, www.simplehinduism.com



Mangalsutra @ Kalasha Fine Jewels

This mangalsutra pendant is beautifully designed with studded fine-cut diamonds, which gives it a modern touch without losing our rich cultural significance.

K-DP-0947

Gross Weight: 15.220 Gr
Approx price: 1.53 Lakhs

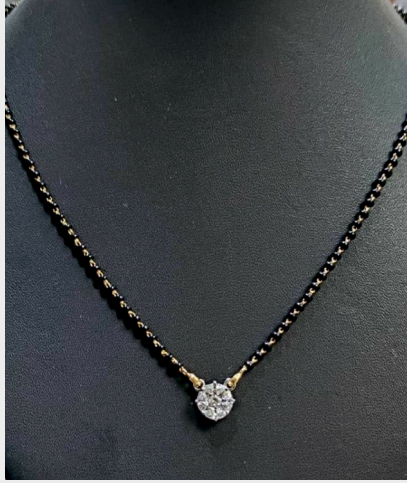
JEWELLERY TRENDS

THE LATEST MANGALSUTRAMS FOR ALL THE NEW-AGE BRIDE TO BE'S

The latest mangalsutra trends that are a perfect balance between traditional aesthetics and contemporary sensibilities.

THE SOLITAIRE MANGALSUTRA

A simple yet classy mangalsutra for all the brides who want to go for the minimal look for their everyday look.



THE MEENAKARI MANGALSUTRA

This mangalsutra adds the perfect colour to your outfit and gives a beautiful statement for all the millennial bride-to-be's



THE GEMSTONE MANGALSUTRA

Gemstones are the new diamonds, gemstone mangalsutra is being opted as the most preferred choice as it comes in all colours which can be easily matched with your outfit or trousseau.



THE EVIL EYE MANGALSUTRA

This mangalsutra is the perfect piece for those who believe in "nazar". This is a beautiful combination of mangalsutra and evil eye.



KALASHA'S
Client Diaries
- Gayathri Kanday -



CURRENT OFFERINGS

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

THE MOST DESIRED JEWELLER BY NRI'S

13.75% DUTY FREE GOLD & NO GST

FREE SHIPPING*

*ONLY VALID FOR EXPORTS.
*T&C APPLY.

NRI OFFERS

Kalasha Fine Jewels presents special NRI Benefits for jewellery exports

1. Get 13.75% off on gold rate.
2. GST and Duty free.
3. Hassle free Doorstep delivery.

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. Guttapusal 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 Hardest Material – Diamond

Diamonds are the hardest material on earth, 58 times harder than anything on earth.



AWARDS & ACCOLADES



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

Jewellery Certified By:

