



PHOTOGRAPHY

Aaina





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INTRODUCTION

- Aaina or mirror, it is a kind of reflecting surface.
- The craft is composed of oxidised silver, hand cut mirrors with ghungroos attached to it. It suits equally on Indian as well as western outfits.
- The reflecting quality of mirror or Aaina helps us to go beyond boundaries and see more of what we can become rather than what we are.
- The sharp and rounded corners of the mirror interpret our flaws and perfection respectively that can be sparkle with the touch of the light



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STORY

- It was born out of a strong sense of self , history & roots.
- It is the art of creating intricate ornaments with craftsmanship of the highest calibre has been a part of Indian culture since time immemorial .
- Considering the innumerable types of jewellery , styles & crafting techniques followed across our land, varying based on region, materials, occasions and purpose , it is safe to say that it is almost impossible to keep the Indian woman away from her jewellery.
- Growing up in a globalized modern India, today's progressive Indian woman has many facets to her identity. She moves forward towards modernization yet holds her history close to her heart.
- She is conscious and aware of her past, present & is capable of shaping her own future.
- She values the rich heritage of her land , takes pride in it & contributes in sustaining & preserving it.
- Blurring the lines between modern & traditional, she expresses her creativity & her mixed identity through her attire & jewellery.

THE WOMAN IS THE INSPIRATION OF THIS CRAFT.



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SUSTAIN & EMPOWER

All the jewellery is Handcrafted with Love & Care. The craft takes immense pride in empowering pool of Artisans with better livelihoods. They work with numerous craftsmen across India and wish to create a sustainable ecosystem that empowers them with the means to preserve & revive their traditional crafts and techniques. They follow Ethical & Fair Trade



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PHOTOSHOOT



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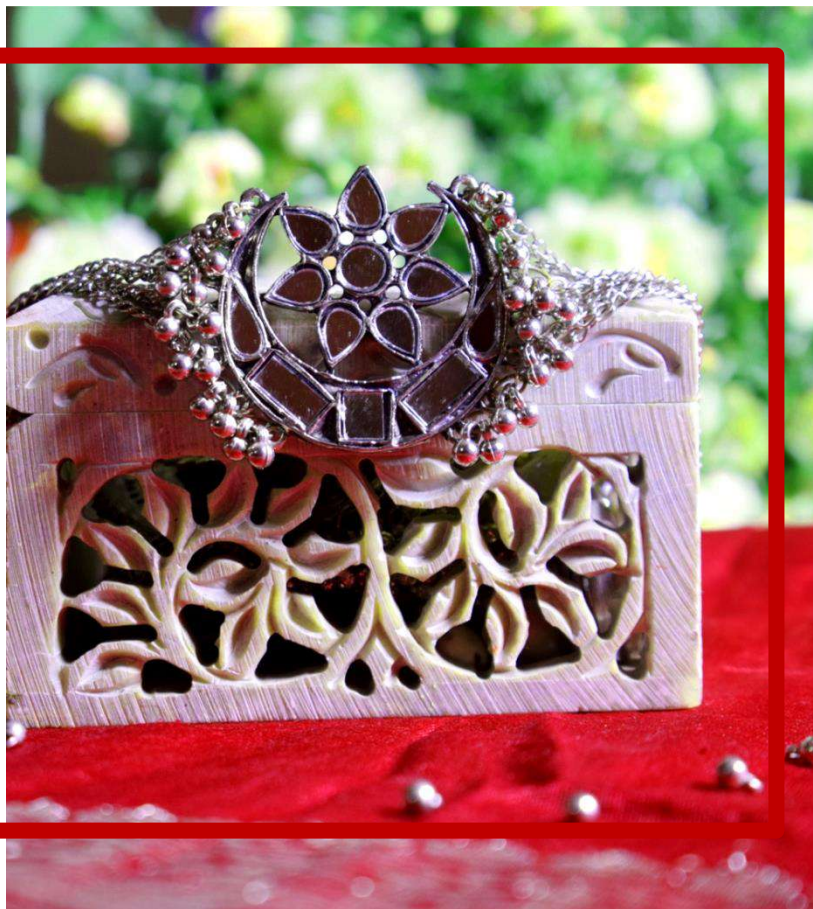
Choker Necklace

A choker is a close-fitting necklace worn around the neck, typically 14 inch to 16 inch in length.

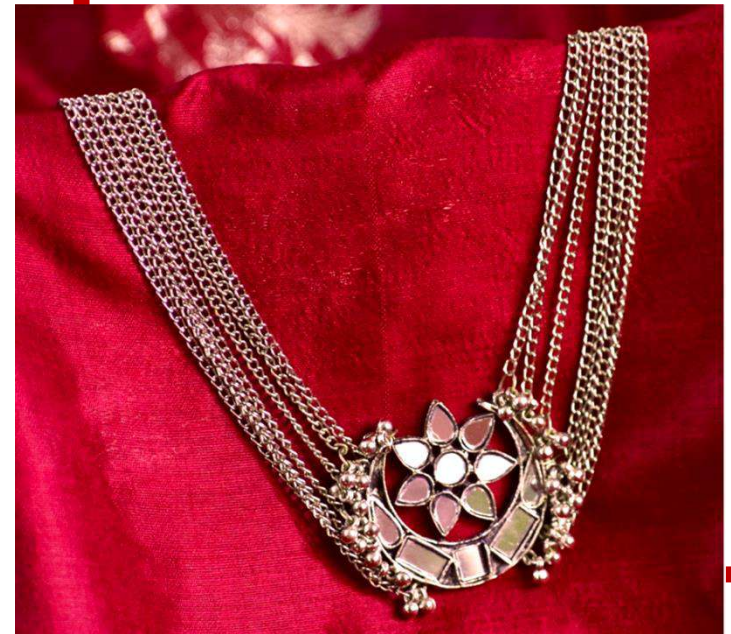
chokers were donned by women in ancient civilizations, the craft strives to preserve the age old craft techniques ,motifs, local designs and the essence of India in our Design language. The designs are inspired by the various avatars of the Modern women & their innumerable virtues such as Simplicity, Shyness,



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Checker Necklaces



The Designs are traditional with a modern touch , affordable, wearable & relatable to the New Age woman who inspires us !



Earring

An earring is a piece of jewellery attached to the ear via a piercing in the earlobe or another external part of the ear. Earrings have been worn by people in different civilizations and historic periods, often with cultural significance. The craft aims to create timeless designs, that transcend beyond fashion & trends and become keepsakes that become heirloom pieces passed on from one generation to another, forging a path



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Earring





Though Born in India, this craft has a global offering and an outlook which encourages women across the globe to identify themselves in the most Bold & Beautiful way.



Flawlessly handcrafted in High quality Metal by the best Artisans across India, the pieces are not only beautiful but also very durable. The craft strives to preserve the age old craft techniques ,motifs, local designs and the essence of India in our Design language.





Thank You!!



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