

# SHINE FROM DIWALI TO DECEMBER

LET TREND & TRADITION MEET

**T**he Diwali air. It has a certain purity and excitement that envelopes the surroundings. The abundant murmur of preparation be it in apparel, accessory or appetite or simply in sound, light and colour fill the environment. Diwali springboards a celebratory mood and at least for most Indians, it unofficially marks the beginning of the festive season that carries itself into December. Very often, it breathes a spirit of newness for all, in outlook or in look. It politely inspires a makeover. And jewelry plays a significant role in that transformation.

Often this rejuvenation process is a paradox of the reverence of tradition and that of modern manner. Inspired by intricate henna patterns and evoking a bridal charm The Jewel Box, a private jeweler of immense repute, has created a new range of jewelry that has the appeal for the trendy and respect for tradition.

Sparkle this season with an opulent regal choker or Hasli in gold and silver, ornamented with rose-cut diamonds and cut emeralds. Revel in the legacy of the pear-shaped droop earrings, in gold and rose-cut diamonds. Draw attention with the exotic henna patterned bangle of white agate in yellow gold with diamonds. Pair off these irresistible pieces with your backless mirror-work top or perhaps a zardozi embroidered kurti or a flowy chiffon sari.

This festive season things will be different because the one-of-a-kind pieces from The Jewel Box promise to transform your style quotient. Prepare yourself from Diwali to December as you let trend and tradition coincide.

The Jewel Box will be ringing in the festive season with a special Diwali open house mid-October. For a sneak preview please call 6733 4100.

