



“Lokah Samastah Sukhino Bhavantu”

“May all beings everywhere be happy and free, and may the thoughts, words, and actions of my own life contribute in some way to that happiness and to that freedom for all.”

Hello everyone,

Hope you and your closed ones are doing well and staying safe at home. Today is day 7 of the nationwide unlock 1.0 and we all are adjusting to the “new normal” Webinars, online workouts, teams’ classes for kids, reliving old passions and hobbies, some are pursuing new talents, getting used to household chores and well some still learning them ;-) and staying indoors has been our life in lockdown. Some of us are still missing out on simple pleasures of life-like coffee with friends, working out their gym buddies, lunch meetings with colleagues or clients - well the Human Touch. Unfortunately, some of us are going through a very difficult time - our migrant laborer’s, people who have lost jobs, increasing unemployment, economic difficulties, and then there are our corona warriors, our policemen, our doctors and medical staff whom we salute and we must all come together and help as much as we can. The fear and the anxiety of what the future holds is looming over us...



This ,too, Shall Pass .

Happiness is within you but it is locked away let’s help you unlock it

Here I have Curated few ideas for you:

1) Let’s Be ready for better times:

Let’s take a look at all our jewelry - everyday wear and the occasional wear jewelry. As most of us would not be having it at home

and may have been stored in a bank locker take a mental or physical note of it.

Your mom's pendant that you wore as a teenager for the first time, your first piece of jewellery given by your brother on rakhi , gifts from your parents on graduating school, your best friends gift on your wedding day and the first gift from your special someone or something you bought yourself with your first pay.

So, well this reminds me- I got made my very own fresh water pearl ring with 3 diamonds on each side with matching earrings when I was very young. Let's Organize our jewelry wardrobe and next time we are getting ready even for a work you will know exactly what you can wear with it...

Take pictures - if possible of all your precious jewels and make a list of all items so you know exactly how much you have and when you can use it. You will also know you have enough so that brings some sense of relief in these uncertain times - our stree dhaan..

Life isn't Perfect but well your Jewellery can be

2)Let's add a bit of Sparkle in our life

Sort out jewels (mentally or physically) you don't wear anymore or are outdated or damaged and you might also find few pieces given as gifts which you never wear and just lying locked up forever some that you don't / can't use but have sentimental value attached.

Some that no longer are of interest to you - consider recycling with the latest designs for a very reasonable price as you already own the raw materials (& yes you can only do this with precious jewelry not with any other branded products) thereby implying jewelry is an investment in a piece of art and that can be used to adorn as well.

Think of a what you really need in your collection and start research on the latest / trending designs which you like... and once all this is over we can redesign and revamp you old jewellery as per your requirements.

I couldn't help but notice how many people are interested in sketching... make your designs come true...contemporary or traditional with us we will turn them into real pieces and be guided by you at every step.

Don't let your jewelry sit idle... get it refurbished into designer jewelry.

3) Let's add a swing in our step.

Bored: Well just Mix and match your looks traditional jewellery with modern attires to create a unique style statement. And there you created a unique look...

4) Let's Spring Clean Our Jewelry.

Clean all you daily wear jewelry: get the shine back on...clean all your jewellery with a tooth brush, mild detergent and warm water and wipe it dry with a soft cloth...

It gives it a new lease of life... even if your diamonds are of best quality, if left unclean, the sparkle reduces with all dirt gathered around it. Aren't we all guilty of the same bcoz of our busy schedules. We just keep wearing everyday jewelry and forget to clean it. Also Look for any loose settings - yes you can do it yourself! If you feel any stone who prongs are getting loose call us and we will happily fix it for.

5) Let's Reorganize all our precious jewels.

Jewelry is always an asset for women: Stree-dhan and we Indian women know it quite well...

Organize & Store so that you use all items from your collection: Sort out your rings, earrings, pendants, bangles/bracelets separately in separate pouches so that you know at all times what is where and take a min to add sparkle to your look.

Various storing options are available online or with your local jewelers to help you organize your precious jewels so that they don't scratch each other and loose their shine.

We do have special pouches available for all our clients. Just leave us a message and we will organize the same for you.

There is lot of talk about being Vocal for Local and being Self Reliant and Make In India products like our PM has rightly guided us. We all need to do our bit for our friends, family, communities who all are part of small local business we must support to bring growth to our economy , our communities and provide employment and support livelihoods. Bcoz if we are able, we should offer to lend a hand. So, whenever you need to buy anything try your local store first.

We at our end are doing our best to support our Indian Artisans and Karigaars and promoting Local artforms but we could use your help.

*“A bend in Road is not the end of the road provided we take the U turn
“- Hellen Keler*

Till then “Be kind to your Mind” and Stay Positive.

Love & Light

Pooja Vaswani



pratharyjewels



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