

# A glance into the world of Araaz

It is more than an online store that specialises in jewellery and clothing. Starting in 2014, Araaz originally only catered to the needs of friends and family. The jewellery came all the way from Karachi, Pakistan, while the clothes made their way from different parts of India. Before long, Araaz began to grow and more and more people came to be in the know via word of mouth.

The multani jewellery that Araaz brings in now comes from Lahore. Araaz wants to create impeccably crafted, unique jewellery pieces that can further enhance a woman's beauty, and thus they believe in being exclusive. There are no plans of expansion anytime soon, and the customers seem to be happy with that too.

Multani jewellery usually contains about 20-25 percent gold and is mixed with other metals and multani soil. All the stones used are 100 percent genuine. Since most people prefer putting their gold jewellery in lockers these days, the demand for Multani



jewellery has been on the rise, according to Araaz.

Starting from beautiful bangles and balas, Araaz's stunning collection contains breathtaking earrings. Have your pick because they have tops, studs, and jhumkas of all kinds. Complete sets are also available. And if not, they will help you mix and match.

The elegance of these jewellery lie with the simplicity that Araaz aims for. These designs will take you back to the Mughal Empire we studied in history. The wide range Araaz carries are put on display through exhibitions held at different venues every 3-4 months. Araaz also makes customised jewellery, if you provide them with a design, which is delivered within 3-4 weeks.

These are not only appropriate to complete your wedding attire but also make for the perfect wedding gift too. This

wedding season, Araaz has been particularly busy and they are expecting to see a similar excitement and enthusiasm among their customers during Eid.

Araaz's growing fan base consists of brides-to-be, newlyweds and goes up to women in their '40s and '50s. Also, many celebrities are loyal customers who swear by Araaz's quality.

While all promotional activities are done via Facebook, Araaz does business from home throughout the year. Since Araaz's jewellery has been the more popular subject of attention, clothing is only sold by appointments and no exhibitions. They are currently having a sale on katan and silk



saris so please do have a look.

Rest assured that the unmatched designs, meticulous crafting and natural purity of Araaz's jewellery will entice you. Although all jewellery is not shared on social media, an

appointment can be set up anytime as per the customer's convenience. Visit their official page at [facebook.com/Araaz](https://www.facebook.com/Araaz) and look out for their next exhibition. If you don't see these beauties in person, you will not know what you are missing out on.

By Maaesha Nuzhat Nazmul  
Photo: Araaz

## সাদা নতুন নাম



সবচেয়ে দ্রুত কাপড়ের গভীরে গিয়ে  
সব রকম দাগ-ময়লা দূর করে



রঙ্গিন কাপড়ের রং রাখে অটুট



কাপড়কে করে দ্বিগুণেরও বেশী সাদা