

NEWS FLASH



# Ornament Yourself Right This PAHELA BAISHAKH

Pahela Baishakh is almost here, and what is arguably the most widely celebrated day of the year in the country calls for you to look and feel your best. You want to look winsome in white and ravishing in red, so have you selected your coveted white and red saree or salwar kameez yet? It's about time you did.

It is essential as well that you sport the right kind of jewellery to complement your dress. Have you confirmed what jewellery will ornament your skin on the big day? In case you are wondering, Avi Roy, Sales Director at Jarwa House, has some helpful suggestions.

"On Pahela Baishakh, it is important to wear light jewellery to look simple yet chic. You need to draw a balance between too light and too heavy though. The balance has to be right so that you look like you care about the way you look even though you are not showing off," Avi says. He also mentions a few jewellery items that you could sport to master that balance.

Tennis bracelets or pearl bracelets are a slick choice for the hands. Alternatively, gold bangles or konkons also go a long way to make sure that the hands look neither too decorated nor too empty at the same time. For the neck, wear a light ruby, emerald, or pearl pendant set for a subtle feel. Mob chains are also a very good alternative choice. For a complete



look, decorate your ears with jhumkis or small chand balis.

Cotton or chiffon should be the material of choice for your sarees. A jewellery set that compliments the colour combination of the saree can give you a complete and sophisticated look that will definitely make heads turn for sure.

Besides advising on what jewellery to wear, Avi Roy also shares a good deal of insight on the significance of the day in relation to jewellery. "Since Pahela Baishakh marks the beginning of a year, many customers purchase special jewellery that they can eventually pass down to the next generation – an activity that signifies many other special occasions. Gold never loses its value, which is why it is highly regarded as a choice of purchase by most of our customers. Many young ladies also visit our showroom to look for jewellery they could purchase even for their weddings from our new collections. That is why we organise a special fair at our showroom to mark Pahela Baishakh on the day every year," Roy continues.

Pahela Baishakh does not only mark the beginning of a new year, it reminds us of our rich culture, our heritage and our roots. Make this Pahela Baishakh special by looking and feeling beautiful, which you already are.

**Photo courtesy: Riyad Asharaf**

**Information courtesy: Jarwa House**



## নানানি ফলের দারুন স্বাদে

