

# Jarwa AFFECTION

Avi Roy, the director of Jarwa House and an expert gemologist also agreed with us. "Women in our country are very much fond of gold jewellery and that has been the norm for generations, which is why we have been catering to their particular needs for more than 100 years now," said the crafts expert.

Jarwa House, a leading name in the jewellery industry of Bangladesh, is extremely famous amongst its clients for being trustworthy, and providing them with the best of designs since their inception.

Avi Roy explains the reason, "We value people's viewpoints and truly understand the importance of styling. That is why, every year, we try visiting as many international jewellery conventions as possible, to avail ideas on what is trending and what is yet to come. We visit international stores just to be inspired by the work of famous names so that we can give our clients the very best of what they deserve."

Speaking of fashion and trends, Roy makes it a point to let us know the current drift – "it's meena work and exclusive enamel paints on kundans, on chokers and gorgeous dangle earrings," says the expert.

And Jarwa house seems to have it all, and more. The dazzling collections are superbly enticing, and will satisfy the needs of every jewellery enthusiast.

To this note, Roy adds, "We have been in this business for almost four generations now! My father Badal Roy, the managing director, my sister, and I – are currently looking after all the affairs, and our only goal is that clients leave our stores with satisfaction."

On an end note, it can be said rose gold, antiques, yellow gold, kundans, pearls, platinum or diamonds; whatever your preference may be, Jarwa House will never disappoint you!

FLIP TO PAGE 22 FOR STYLING IDEAS

