

Get glam with the **GOLDEN** glow



It is a fact universally acknowledged that women's hearts are set aflutter by the sheen and shimmer of gold. That it is an investment and something one passes down to the next generation, is only secondary.



In the age of fast fashion trends, that get discarded even faster, it is definitely wise to spend on something one can hold on to long after the trend appeal is gone.

Some things in life are meant to last forever, like good friends and meaningful relationships, gold jewellery will always stay by your side!

In our neck of the woods, gold jewellery has always been considered a sound purchase. Parents start investing in gold bars, or jewellery for their daughters from early on, as its value remains intact. But it's not just them who are the customers. Nowadays, young women, as well as men, who are financially independent, are buying themselves well-earned gifts of gold.

For young women in their twenties, looking at something exclusive for themselves like solid gold bracelets, or bangles is a good idea. Chic, modern designs that can be worn both at the office and at a party is a great option.

outfits beautifully.

Jarwa House always has extensive collections of exquisite bangles and bracelets with diamonds, rubies, emeralds, and other precious gemstones at various price points, starting at Tk 4 lakh. If your heart desires for something small but stunning, rings and earrings are also a good option. Famed Italian jewellery maker Bvlgari has extensive range of earrings that has something for everyone. Circular discs bearing the Bvlgari logo or studded with diamonds, these earrings are versatile and definitely classic. Yellow and rose gold are perennial favourites; white and pink gold are also great. If a trip abroad is on the cards for you this Eid, treating yourself is a good idea. Prices start from Tk 3 lakh.

For those looking at something more ornate, necklaces are always a great option. This year, pale-coloured gemstones are all the rage. Layers of polki strings with pale pink amethyst or emeralds are chic and classy. So is a Kundan choker with smoky rose quartz and pearls.

Jarwa House has a good collection of necklace earring suites, and prices start from Tk 10 lakh. A pair of chaand baalis or jhumkas with intricate design look magnificent and dress up the simplest sari or complement the most ornate lehenga.

Amisheé, the newest jewellery store in Dhaka, has a great collection of earrings that are bound to tug at your heartstrings. Prices start from Tk 3 lakh.

Why not be different and mix and match? Dare to be different this Eid, and treat yourself to something truly exclusive. Stun away with your golden glow!



The Cartier love bracelet or a Tiffany Atlas bangle is undoubtedly chic and timeless. Prices start from Tk 6 lakh for these two. Both designs are known all over the world and complements western and eastern



What truly matters is its aesthetic role in adorning a woman's body. Since time immemorial, gold has been a symbol of status, wealth, and privilege, and it still stands strong among all precious metals.

Its appeal has transcended time. From famed Egyptian queen Cleopatra to Roman empresses, to Indian royalty, to modern day celebrities — gold has had a lasting hold on all mortals.

In the nineties, it was considered tacky and crass, but the new millennium has put gold back on its former pedestal.

Its appeal is timeless; young celebrities like Kylie Jenner, and Anushka Sharma are seen sporting gold Rolex watches and stacked gold Cartier bracelets that were once relegated to the older generation.

Gold jewellery is more popular than ever. And we are not complaining! Investing in classic gold pieces that will yield returns, years after purchase, is always a good idea.

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