

Jewellery designs are capturing the country's attention everywhere you look, and none of those are boring! Designs from all over the world are adorning people's ears, necks, wrists, toes, fingers... you get the idea. Jewellery has become an avenue for individuals to showcase the unique in their personality. They use it to make statements, honour cultures they value, and project their own beliefs.

## Twinkle Twinkle little Trinkets

Do not think that this is isolated to just women, as more and more men are accessorising their outfits with different trinkets to highlight their style.

It's about time that men caught on, now, and I often admire men for their careful attention to detail when picking a particular earring, or the just right colour for their necks and wrists.

In the last few years, many designers and entrepreneurs have gotten involved in this emerging market. Each of these artists is bringing out inspiring and modernist pieces that embody different stories, ethos, and creativity.

New designers are taking inspiration from classic designs and forms and modernising those, incorporating minimalist forms with classic shapes, for example. This collaboration of the old and the new are a way to honour the past and their distinct cultural significance, but also imbue their own personal voice to the pieces.

Our increasingly globalised world means we are no more isolated to our own culture or local designs, and incorporating African and Middle Eastern motifs is not uncommon, bringing a unique perspective not seen in jewellery in this region before.

Artists, designers, entrepreneurs alike are starting to bring into light their talents and skills, and creating bespoke jewellery. They are aiming to make more meaningful connections between brands and their consumers. This is a brilliant way to drive greater awareness for the Bangladeshi fashion community and share its important stories. Ultimately these brands reach new audiences with their signature products and unique personalities.

We are now moving towards a more inclusive and accepting and tolerant country, women and men alike are enthusiastic about trinkets and jewellery. It is no longer only precious metals and stones that make trinkets, as now the trends are all consuming. Inspiration can come from anywhere, and designs inspired by traditional architecture, religious symbols, and paintings are commonplace.

These various designs create some of the most striking pieces imaginable. Recently, I was in Bali, Indonesia, where I saw a piece inspired by the works of Picasso while incorporating traditional Balinese puppet dancers.

Middle Eastern designers often use octagons and traditional Arabic script to create truly unique pieces. Like I said before, however, these designers are not isolated to their own cultures.

More and more designers are bringing back '30s art-deco and noir motifs into their pieces. Fusion between design motifs separated by thousands of kilometres is now common.

Like all great art, these designers are using these ideas to highlight how beauty transcends across culture and ethnicity.

Another major change in the world of jewellery is in its materials. In Africa for example, one of the most mineral-rich countries in the world, it is not surprising that precious stones traditionally took the limelight for most pieces of jewellery. Designers use materials which also send a message, colours which symbolise movements.

Local designers are using locally sourced material more and more. They repurpose driftwood or recycle materials to create pieces, which preserve

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the history of the location where they are made. Best of all, most designers are trying to be as sustainable as they can be.

This has two profound effects —

Firstly, it sends a very clear message that no material is off-limits, and this fosters creativity in ways unimaginable before. Secondly, it ensures that pieces made in their respective locales can only ever be made there. This adds unique perspective to their designs, while simultaneously demonstrating that people are no longer separated by arbitrary national, or political borders.

Making sure that local indigenous people are credited with their own designs, that they are properly reimbursed for their work, has become

another pillar of modern jewellery industry. Jewellery has become a face for cultural and societal change.

Jatra is a good example of this, their pieces are inspired by and often created by rural populations, and they are very proud of this, and this very concern is also their differentiating factor. Historically, jewellery has been stolen from indigenous populations by western colonial powers. Designers now are taking the power back, they are diving into the deep cultural and societal significance of the creations and more importantly, crediting the right people with these designs.

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Of course we should also realise that jewellery, in addition to being a symbol for culture and society, also just brings people joy. A striking piece can make the wearer, or onlooker happy. In fact, a large part of

appreciating jewellery comes from seeing what others are doing with it. The sheer appearance of it can make you happy. It is not just appearance that makes us love them. For some, the sustainable efforts, for some the sleekness, the cuteness, the size, the statement, the shine, the glam, the stories, the stores, the effort, the brand, the colours, the glitter... people will always have many different reasons to love jewellery.

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Photo: Sazzad Ibne Sayed  
Styling: Sonia Yeasmin Isha  
Model: Mehreen Mansur  
Makeup and Hairstyling: Farzana Shakil's  
Makeover Salon  
Jewellery: Kolors of Kathmandu  
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