

Jewellery from Araaz

Forever enamoured of the finery that is jewels, Bengali women's love affair for all that glitters is glorious and unapologetic. Every glimpse and gaze at a piece of fine jewellery raises our heartbeats, and it is not just the lustre of the stones, but the appreciation of the intricacy of craftsmanship, as well as sentiment and emotions that each piece invokes.

Into the milieu of participants catering to the growing demand for traditional jewellery in the country, stands proud a home business that has managed to capture an exclusive niche of its own. Essentially a household name to connoisseurs and enthusiasts alike, Araaz Exclusives has been winning hearts for half a decade now, with pieces so beautiful that they have earned even celebrity patronage.

Rather than being a calculated corporation, think of Araaz as having small beginnings stemming from rave compliments garnered by purchases of Pakistani jewellery made during personal



visits there. Compliments turned into exuberant borrowings, which took years to finally snowball into a full-fledged business that is now owned by Sajjad Ali Sharif. Araaz now takes orders, delivers jewellery and keeps books.

When you think of Araaz, you might as well think of it as a pioneer and a brand in its own right. Initiating the now all-too-common trend of bringing in exotic



jewellery from foreign lands of India and Pakistan to Bangladeshi consumers is what Araaz prides itself on. It's this pride that rests on two primary pillars, quality and design.

The quality of the pieces Araaz trades is unmatched. Not only are the jewels authentic but the designs too are in vogue; a traditional, heritage issue of a South Asian Vogue, if you will! Only the most skilled craftsmen from Lahore and Karachi are enlisted with local, incoming orders to create handmade wonders, and they deliver every time.

And its designs are anything but common! The pieces sold here are earmarked as 'unique' and that is exactly what they are. Every pair of *chandbalis* that steals your heart and every ethnic choker that you pick is a customised design shaped by Pakistani jewellers. Mused from regal Jaipur's extravagance and inspired by



Indian fashion powerhouses like Sabyasachi and Tyaani, designs at Araaz are a cut above the rest.

You will also find that Araaz's jewellery is lined with real gold, as opposed to cheaply washed-over with a golden tinge. Now, we may be talking just about a single gram of gold here, but the beauty the final pieces carry will captivate even the most hard-to-please jeweller.

When you're donning an Araaz, you are bejewelling yourself with pearls, emeralds, rubies, and uncut diamonds. If it's an ordinarily elegant kurti that screams for a little bit of zhuzhing up, the meenakari-plated statement drop earrings are the perfect addition! If the occasion is of a winter gathering where you wish to sing a note of imperial glam with your outfit, pairing a classically-draped sari with a minimal choker is sure to make you the talk of the town.

Speaking of parties, the elephant in the room continues to be the novel coronavirus that has trampled businesses and global economies. Still suffering from its shock, things seem to finally kick back into gear with the festivity of winter and the romance of weddings that come with it! Intimate affairs and smaller wedding ceremonies have graced couples, as we now look for value for money amidst economic woes. In such times, if you're a bride-to-be, Araaz will take care of you in the form of cheaper prices, winter sales and minimal to non-existent profits.

Apart from prices, Araaz is also your one-stop-shop for every jewellery and finery you can possibly dream of. Multani patterns, kundan jewels, layers of sitahaars, regal mang tikkas — are simply a few of the extravagances the business boasts! Whether you want to be a pastel bride in aqua hues, or a royally-red queen in a rouged veil, Araaz will hold your hand to blend a few designs and come up with a set ideal for you. Think of it as affordable fashion that, in no way, will compromise your look!

Aptly translating to mean the nirvana of heavenly bliss, Araaz is more than a jewellery shop. Beyond the gems, buying a piece of jewellery from Araaz will feel anything but transactional. It's the experience and faith in authenticity that you'll walk away with. And this is exactly what makes jewellery less about money and more about emotions.

By Ramisa Haque

Photo: LS Archive/ Sazzad Ibne Sayed Essentials

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