



#FASHION & BEAUTY

BEYOND MATERIAL VALUE The emotional connection to HEIRLOOM JEWELLERY

As a little girl, how many times have you looked at your mother's wedding photos yearning to be adorned in her beautiful jewels? Countless times you may have draped a red dupatta over your head trying to capture some of the magic and then when your mother would go to parties, dressed up and fancy in her precious ornaments, you would stare at her in amazement, hoping to be that stylish, glamorous woman yourself one day.



The rubies and emeralds aglow in their gold casing would enchant and enamour you, leaving you mesmerised in anticipation of the woman you will be one day, who would wear such beauty, radiating glamour, and confidence.

There's something special about heirlooms. More than their actual value the worth they hold with memories and sentiments is invaluable.

A mother who started collecting her daughter's trousseau when she was seven has dreamed of her little girl's big day for decades. Every time she would wear her jewellery, she would imagine her daughter wearing and cherishing them one day. Merely a custodian she would take great care of the jewels bestowed upon her with immense love by her mother, she would long for the day her daughter would look like the princess that she is in her mother's eyes.

Such sentiments, so replete with

love and affection are a mother's greatest gift to her daughter. And as intangible love is, jewellery serves as mere tokens of that pure, absolute love of a mother for her child. Just like gold a mother's love holds value over time, only gaining more value as time goes on.

Daughters on the other hand wish to have some of the magic of her mother's presence, her blessings on her person on the most special day of her life. And as she enters the sacred bond of marriage these tokens of love from her mother will forever remind her of the bond between them, that strengthens over time.

Heirlooms are not just mere trinkets passed on from one generation to another, but serve as a reminder of those beautiful memories and bonds that are timeless and meaningful for posterity.

Photo: Shahrear Kabir Heemel
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