

Fantastic JEWELLERY

and where to find them



Jewellery has been an essential part of human culture for millennia, serving as personal adornment, an announcement of social status, and artistic expression. From natural materials like shells and bones to detailed metalwork of ancient civilisations, jewellery has constantly evolved, reflecting technological advancements and cultural shifts in each era.



#COVER STORY

In the Indian subcontinent, the history of jewellery design is especially rich and varied. Thousands of years ago, artisans used materials like glass beads to craft jewels. The enduring appeal of these materials can still be seen even in modern jewellery collections, where sustainable and affordable ingredients are making a comeback, offering a fresh take on heritage-inspired pieces.

Today's consumers are increasingly conscious of their purchases' environmental and social impacts, prompting designers to explore eco-friendly materials and responsible sourcing. This movement has given rise to innovative practices in the art of jewellery making. With the use of recycled metals, lab-grown gemstones, and unconventional materials like reclaimed wood, recycled glass, and even tetra packs, artisans are repurposing old or discarded materials into elegant designs that reduce waste.

It is not only the form of jewellery that is changing but also the way it is worn.

At the Cannes Film Festival in 2023, Tangia Zaman Methila, Miss Universe Bangladesh 2020, captivated the crowd with her choice of accessories. Her back was adorned with golden chains, her hair styled with a traditional khoparkata, and her arms embellished with a bajuband. She completed the look with a thick ratanchur bracelet on her left wrist.

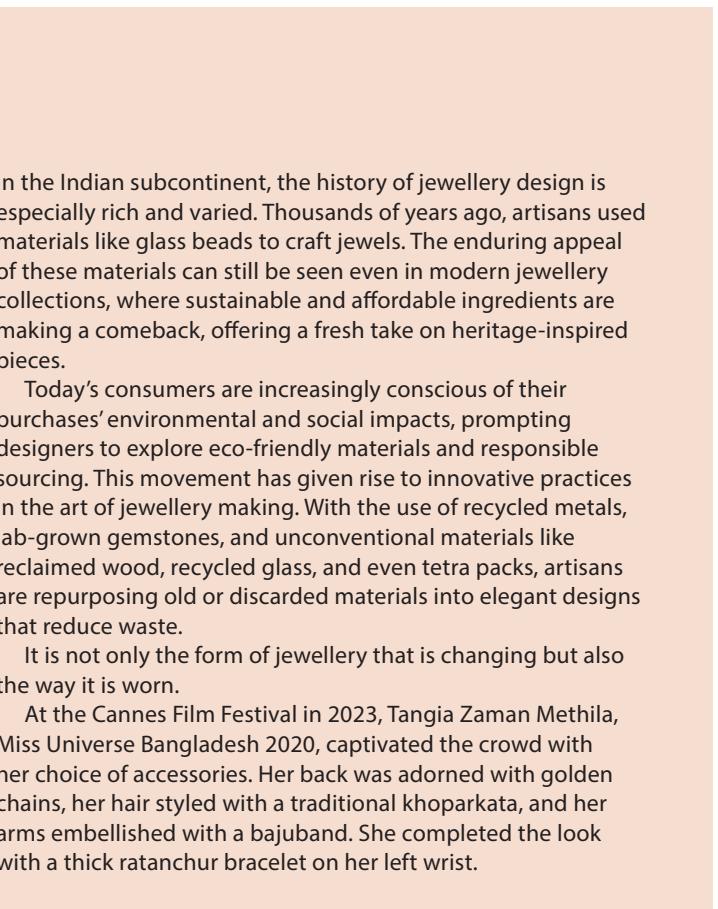


These striking accessories were designed by Lora Khan, the founder of the Bangladeshi online jewellery store 6 Yards Story. The creative designer mentioned that the choice of jewellery reflected the essence of modern adornment — geometric and futuristic patterns — which also honoured traditional elements like the khoparkata and haatphul.

Back in 2021, actress Azmeri Haque Badhan turned heads, also at the Cannes Film Festival, with a halter-neck blouse and bejewelled belts, featuring round and teardrop-shaped embellishments, yet again merging tradition with modern sophistication.

Quirky and unconventional designs

The aesthetic landscape of accessory design is expanding, with a growing appreciation for quirky and unconventional pieces. Designers are pushing the boundaries of traditional jewellery forms, creating items that serve as adornment and art. Playful designs, such as asymmetrical earrings, bold geometric necklaces, and oversized cuffs, are becoming increasingly popular among younger, fashion-forward



consumers. You can find classy statement pieces right along these lines at boutiques, and online jewellery shops at extremely reasonable prices.

Customers are also embracing new-age styles and experimenting with unusual pieces such as tiaras, barrettes, ferronnieres, and combs — a stylish comeback for items that were once associated with specific

historical periods or traditional attire only.

The city has a fair share of artisans that customise pieces according to the wearer's evolving tastes. Some of the popular names are Shoilee and 6 Yards Story, with pages available on social media platforms such as Facebook and Instagram.

One can choose from their wide range of eclectic offerings or offer their own ideas for their creative designers to work with. Pieces can range from Tk 2,500 to 25,000, depending on the wearer's demands.

By Munira Fidai
Photo: Adnan Rahman
Model: Tangia Zaman Methila
Styling: Sonia Yeasmin Isha
Jewellery: Shoilee by Tahmina Shaily
Wardrobe: Jealous Tomato
Makeup: Piash & Samir
Location: Le Meridian Hotel, Dhaka

