



Gone are the days when gold was considered flashy or tacky. The younger generations that dictate the contemporary fashion scene seem to have taken the tired, yellow metal and breathed new verve and vitality into it. Their audacious use of gold in modern lookbooks has made it a whole vibe of new-age self-expression and fashion — one that holds strong to their roots, yet is fresh, bold and unapologetic.

A recent study has shown that, given a choice, two-thirds of all women will choose gold or gold coloured jewellery over silver or other contemporary jewellery colours and metals. Some of the reasons for this preference have their roots in tradition, while others are simply a result of modern calculations and practicality.

Over centuries, gold has symbolised wealth and luxury. Studies prove that wearing the metal or the colour makes women feel powerful, beautiful, and most importantly, valued.

"It really makes me feel like I am worth my weight in gold," said Samarah Hasib, a young MBA student. "I can't think of any other metal that makes me feel so much like a million bucks!"

A metal that is as much of an investment as an adornment, gold is prioritised by women for purposes other than simple decoration.

"I never liked wearing yellow gold much when I was young," confided Reema Ajmain, a school teacher. "I started buying and collecting gold pieces as an investment more than anything else."

Reema mentioned that over time, the

metal grew on her, and before she knew it, she was looking forward to choosing and wearing gold for herself!

The benefit of the golden colour is that it goes well with a range of skin tones, from dusky to fair, and this makes it one of the top picks for women.

"Gold may not be affordable in all circumstances," shares Karishma Alam, a pre-school teacher at a renowned English medium school. "But does that deter me from wearing my favourite colour — gold tinted? Of course not. The trinkets available today are equally amazing and would in no circumstance look any less than real gold. So, hail to golden coloured metallic jewelry. Life Savers!"



#FASHION & BEAUTY

Why women still choose gold and golden colour over everything else



The golden colour goes well with a semi-casual look, too. Think blue jeans, a white shirt, and a simple geometric pendant resting on the neck. Throw on some chunky gold bracelets or ditch the necklace for statement gold earrings. Feel free to switch up the look as you wish — the unique colour makes you shine anyway!

"I pick up a gold or a golden accessory each time I wear something with a V-neck," declared Rubina Majid, a homemaker. "Small, delicate jewellery on my neck is a pick-me-up for my OOTD that just never fails."

For the quintessential Indian subcontinental woman, however, gold jewellery is particularly important when it comes in traditional designs or as heirloom pieces. Contemporary jewellery has its charm, but nothing beats a gold and pearl

sitahar or hathphool on a bride. Gold bangles still hold a special place in a Bangali girl's heart and the appeal of a classic gold jhapti remains unparalleled.

"I feel like we have reimagined jewellery in so many different ways that we can even make traditional gold look fresh and in vogue," mentions Nadia Hassan, a stylist for a soon-to-be-launched fashion start-up. "Sentimental value is no doubt a factor in why we love heirloom jewellery but I truly think that if styled well, even loud, yellow gold can look bold, rather than in-your-face ostentatious."

Gold is far more than a glittering adornment; it is tradition, investment, sentiment, and style woven into one. From heirloom pieces to bold modern statements, the metal continues to evolve with each generation, proving that its timeless charm. But, just in case it's not affordable — no needs to worry — there's always the gold tinted alternatives.

By Munira Fidai
Jewellery: Shoilee by Tahmina Shaily