

EXHIBITION OF 250 YEARS OF ARTISTRY AND EXCEPTIONAL DESIGNS BY SAWANSUKHA JEWELLERS

Traditions and Values are an inherited part of our existence. The modern days may have changed our lives but the roots of our legacy are deep-seated in our hearts.

Bringing our culture to us is the house of Sawansukha Jewellers, Kolkata's leading jewellery brand. The brand is bringing back the roots of Royalty and Aristocracy to our doorstep.

The heritage jeweller of over 250 years is exhibiting exquisite traditional Jadau Jewellery at the Sawansukha Flagship Store located at 9 Camac Street , Kolkata – 700017 from the 2nd of February to the 9th of February.

ALBELI-the Jadau Collection is the ethereal collection of kundan/polki jewellery especially crafted to perfection in Bikaner, Rajasthan. Sawansukha Jewellers believe every woman is different hence her jewellery should be as *albeli* as her. The brilliant workmanship of the Rajasthani *karigars* is being showcased and each piece for this exhibition is specially curated by Siddharthaa Sawansukha, MD of Sawansukha Jewellers Pvt. Ltd.

Mr. Siddharthaa Sawansukha when asked about the reason behind the exhibition, he said “ We want to bring the craftsmanship of the Rajasthani Karigars to the homes of Kolkata people. The beautiful Jadau Jewellery has been worn by women throughout the history and is a part of our heritage. We are bringing the heritage to you and we want women of Kolkata to own and cherish a part of it.”

About Sawansukha

Sawansukha started their designer journey more than centuries ago in Bikaner, Rajasthan, and launched operations in Kolkata more than 50 years ago.

Sawansukha is a 76 national and international award winning company and they have been associated with diamond jewellery since their origin. Today, Sawansukha is a leading jewellery brand, with a host of awards. It is also a celebrity jeweller to top national & international artistes and is known to set trends in the field of jewellery.