

This **AAKARSHAN**

Is



*“Design is the method of putting form and content together.
Design, just as art, has multiple definitions;
there is no single definition.
Design can be art. Design can be aesthetics.
Design is so simple, that's why it is so complicated.”*



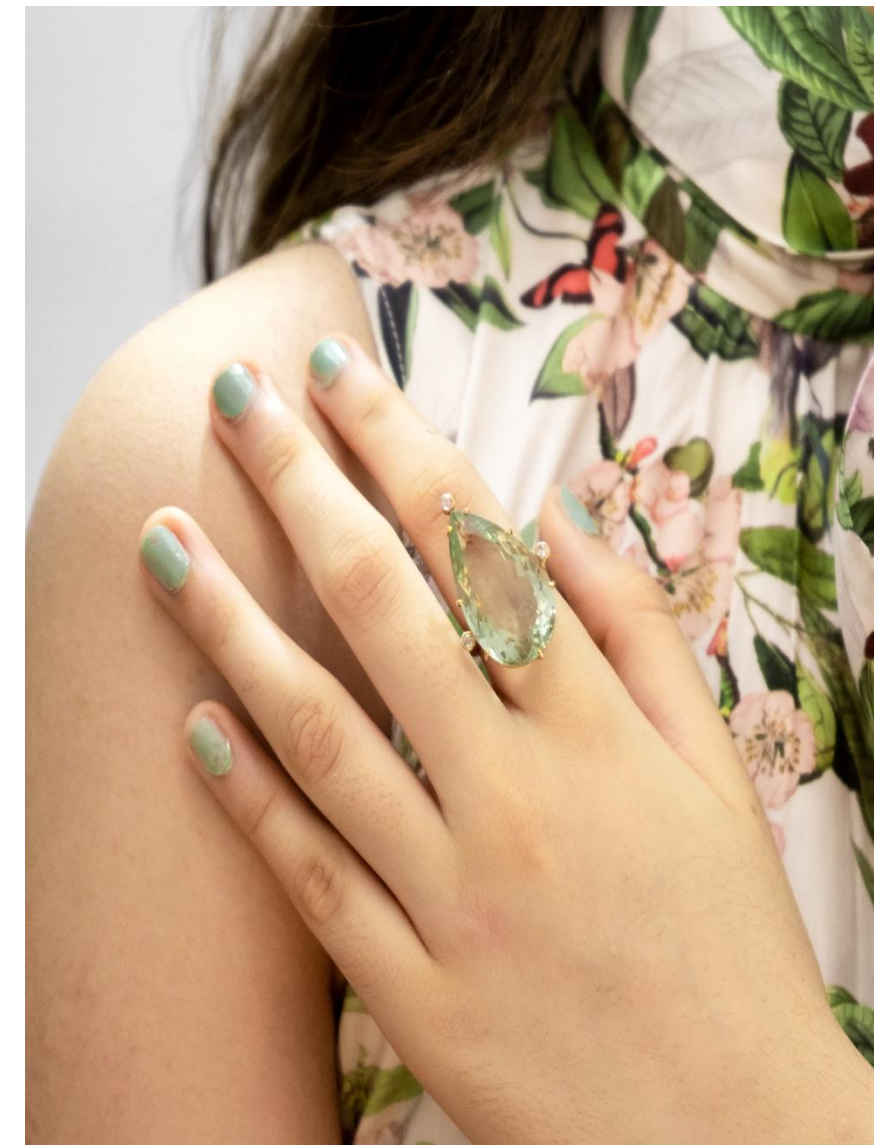
THIS
IS **AAKARSHAN**



With Aakarshan we are very focused on Luxury elements , thus each piece is handcrafted with fine workmanship and creativity around gemstones strings, gemstone, fancy colour diamonds, and white diamonds. The designs cater to artistic, ambitious and fashion conscious people who want to experiment by buying unique jewelry designs & who appreciate uniqueness and creativity . Each piece in Aakarshan is uniquely crafted to give that ultimate panache of luxury.

At Aakarshan we amalgamate the traditional arts of jewellery with modernized jewellery trends she uses uncut diamonds, gemstones and jadau in various different propositions to create those distinctive pieces.

Our creative pieces ranges form stunning brooches, high end precious-stone neck pieces, bracelets and signature rings, making them perfect for any occasion, from engagements to weddings, evening parties, or just for those souls who wants to flaunt themselves . Blending the traditional arts with a modernize touch , re-enlightening the fascination of wearing jewellery back to today's generation who is independent with roots as well as wings and wears their taste. Each piece produced by matching the highest standard and precision as per the industry norms



- <https://www.instagram.com/aakarshangems/>
- <https://www.facebook.com/Aakarshanjewelry/>
- <https://images.app.goo.gl/NRQxiyxz8y8PFQem6>

- https://youtu.be/kH3CcHsRy_Y



These statement earrings are studded with vivacious Tanzanites and diamonds in 18k gold.



Tanzanite with ruby , pearl and diamonds procured by brand owner shweta from Surat mandi , it was her first experience of seeing diamonds being sold like this

Quintessential is the
collection Defining
Everyday Luxury

Photographs by Karthik

Quintessential





Watermelon Tourmaline in 18 kt gold pendant and earrings



This adjustable bracelet is studded with peridot and diamonds in 18k gold.



Multi Wear ability concept
Ruby and Diamonds ear cuffs





Opal with citrine and diamonds 18 kt gold pendant and earrings

Quintessential

Everyday Luxury

Multi gemstone Trinkets' Bracelet in 18kt





Gemstones collection for those day functions

'She stands upon the further side, Between us flows the Nile; And in those waters deep and wide There lurks a crocodile 'Yet is my love so true and sweet, A word of power, a charm - The stream is land beneath my feet And bears me without harm.' For I shall come to where she stands, No more be held apart; And I shall take my darling's hands And draw her to my heart.' Made with fancy colour diamonds, the golden lotus has its due presence in mythology and considered a symbol of enlightenment.



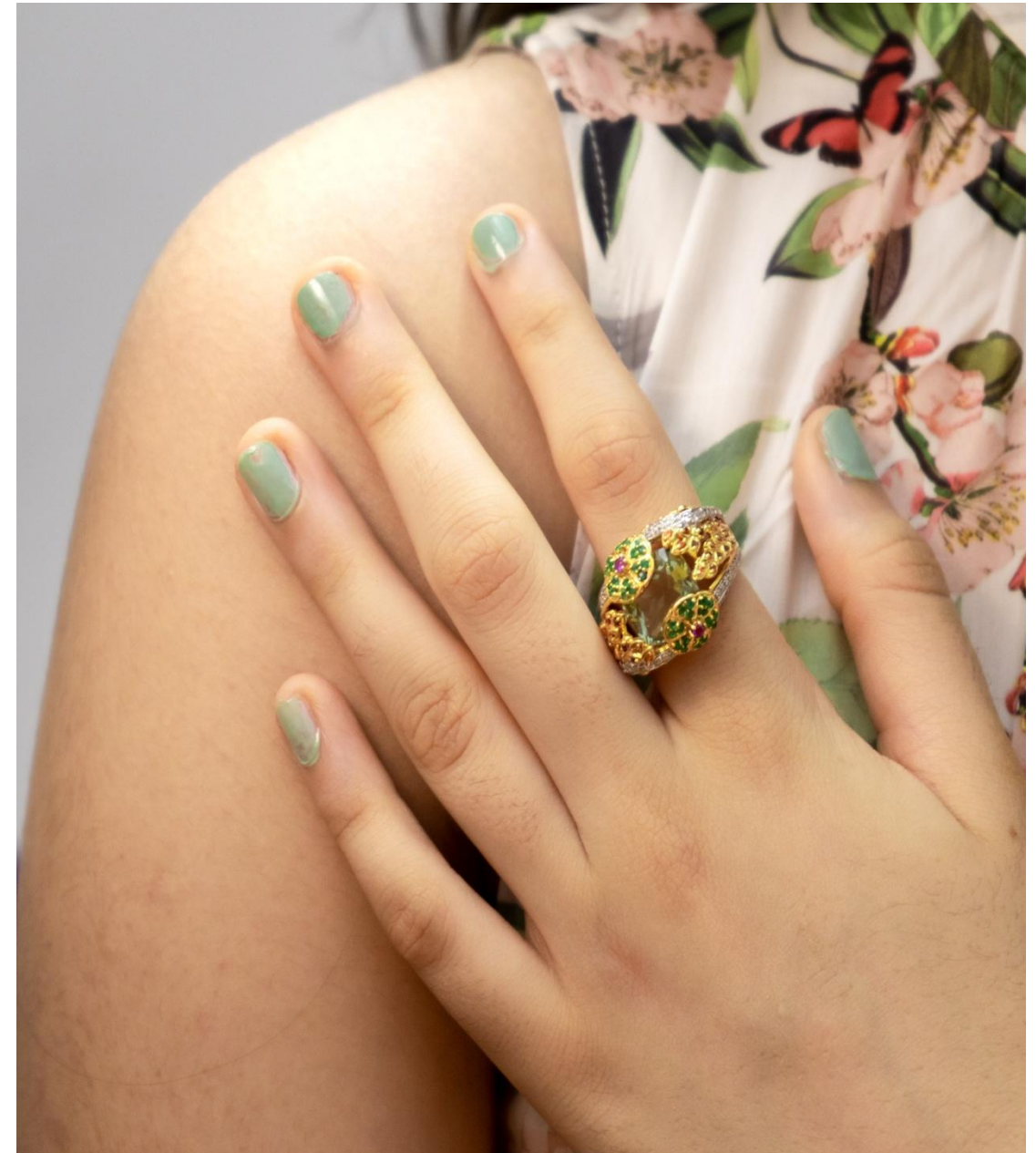
Be Spoken – Get Spoken About



This floral cocktail ring is studded with green amethyst, ruby, emerald, garnet and diamonds in 18k gold.

Garden Ring

Happiness, Salvation, And Purity The Symbols Of Garden



“Design is thinking made visible.”



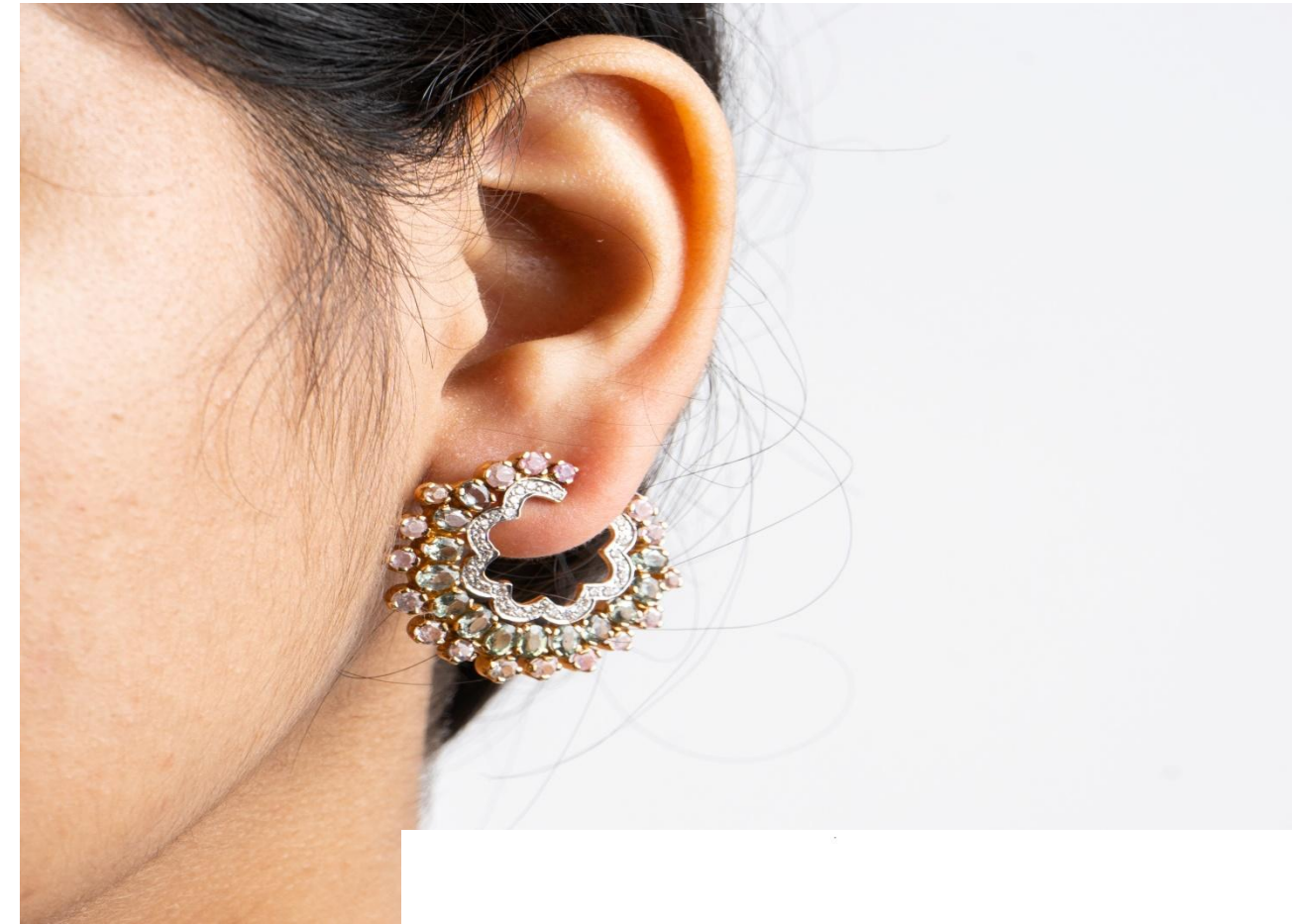


“Art is the visibility of the most eclectic thought process.”

Be Spoken



COMBINATION OF CURIOSITY AND A QUEST FOR BEAUTY
ADDED A NEW VOCABULARY TO THE WORLD OF JEWELRY
— NEW GEMS, ENTIRELY UNIQUE.





High Jewellery
The Finest Version of you!!!

High Jewellery



Ruby And Flowers Clearly Are The Symbols Of "LOVE". And Here Aakarshan Made This Beautiful Piece To Wear In A Form Of Love Around Your Neck And Ears The handcrafted piece is so perfectly fluid that it takes the shape of your neck !!!

High Jewellery



Good Health Encrusted Elegantly With Strength Or Ruby Encrusted Gracefully With Diamonds



High Jewellery



The Blue Topaz Aqua Life Pendant Necklace Is A Beautiful Depiction Of Sea Flora And Fauna Which Redirects The Energy Of The Body Where It Is Needed. The Blue Topaz Was Named Because Of Its Power To Cool Hot Water

The Whole Concept Of Flower Fairy Is Inspired By Petunia, Its A Representation Of Joy In Life. A Pendant Worth Thousand Jewelry A Minimalist Yet Statement



Tulip Blossom :Kunzite Filled with Innocence And Purity Adding Little Essence Of Flower And Leaf



Kunzite Ring
Inspired by Tiffany

Beautiful Deeply Saturated Purple Pink Kunzite Ring Encrusted Among Hearts Depicting Joyful Love Which Is Pure In Energy Connecting The Heart To The Mind And Stimulating A Healing Communication





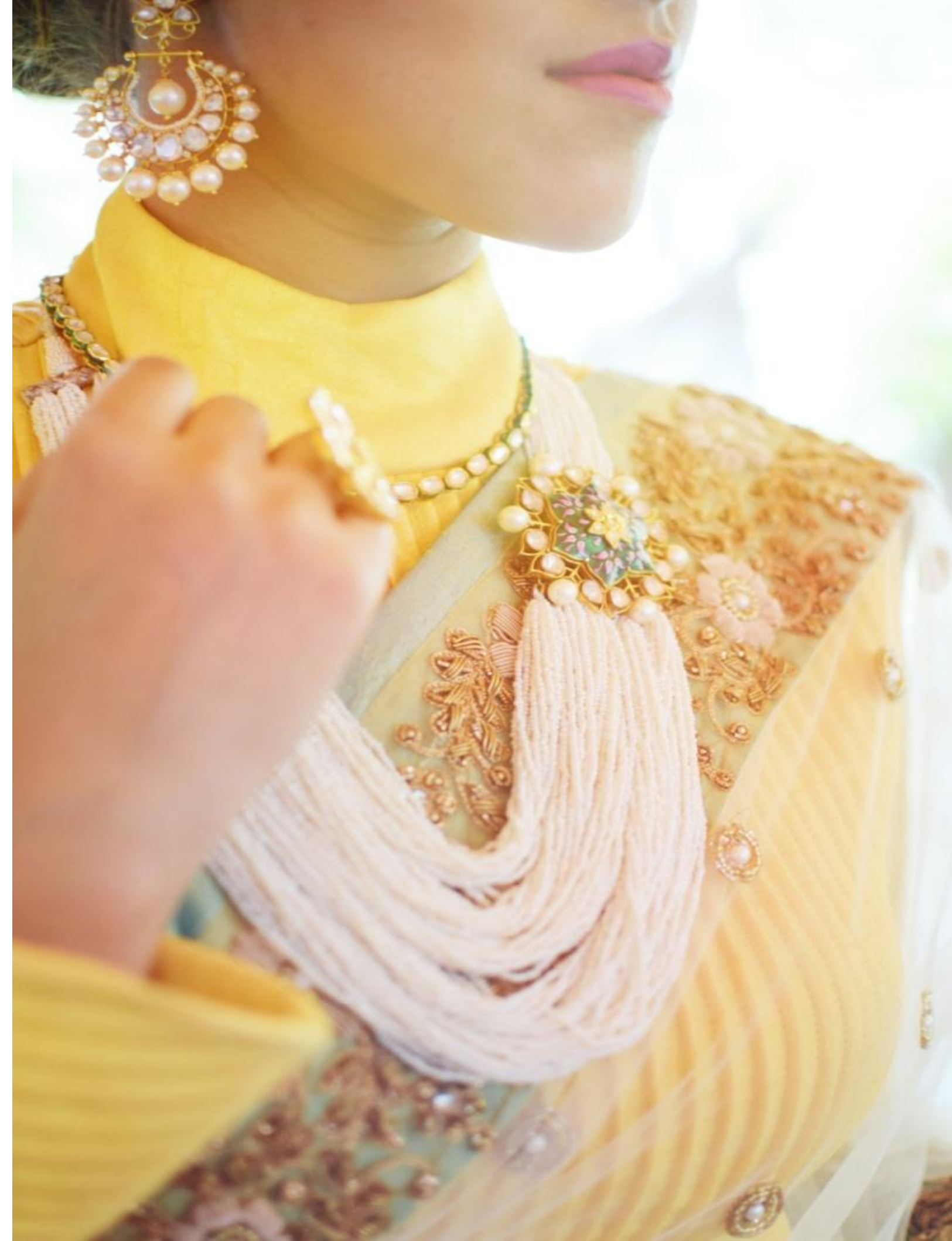
The most magical thing about well-designed jewelry is that it can shift from whimsical to stately at a moment's notice –

High Jewellery!!!

Heritage

The Cultural roots always stays the most beautiful part of Jewellery

Carrying Art From Our Culture !!



Bhopal Jadau





The Giant Polki Ring

The Choker set



Quintessential Of Heritage Jewellery



Detachable Oval Polki earrings



Detachable Ruby string Polki earrings and adjustable Ring



Adjustable Square Polki ring

Nath Set – Beautifully Intricate with Old pearls Emeralds with diamond Polki and ruby Jadau



Heritage Jewellery

Heritage Jewels captures the essence of India's historic past with Kundan, Polki and Minakaari at the heart of it. The jewellery adorned by Emperor's, Kings and Queens reaped with tradition and beauty

The art of jewelry has been patronized by the royal class of India since ancient times when the right to own the most magnificent jewelry pieces even led to battles. The availability of wide variety in Indian jewelry is mainly due to the difference in designs depending on the regional needs which include the varying tastes of people from different cultures and their lifestyles.

The history of Traditional Indian Jewellery is as old as Indian History! The word jewellery originates from the Latin word "jocale", meaning plaything. 5000-7000 years ago during Ramayana & Mahabharata times was when jewellery and the art of wanting to beautify oneself was popularized. Traces of beaded jewellery can be found back to 1500 BC during the Indus Valley Civilization.



Haute couture

The Expensive statement



The Astonishing Stone Lemon Topaz Is Also Known As ROYAL RAJWADI. This Imperial Gemstone Showing Its Royalty Along With Hanging Diamonds Surrounding It Gorgeously. People Wearing This Gemstone Known As Lemon Topaz Are Supposed To Get The Most Desired Life



The Statement Of Royalty Personified With Represented Inform Of A Garden With A Chunk Of Emerald Surrounded By Keshi Pearls Butterflies And Flowers With Tassels; Necklace Is With Watermelon Emeralds Pearl And Rosecut Diamonds.



This Golden Lotus cocktail ring is a signature piece studded with fancy coloured diamonds in 18k gold.



Haute Couture



Amethyst Provides Serenity, Citrine Shoves Out The Negativity From Your Mind & Butterfly The Symbol Of Resurrection



Butterfly , Fly !!! With Mechanical Ability To Flip ,The Party Butterfly Got One More Reason To Catch Everyone's Eyes



The swan's appearance in our lives as an arrow pointing to our dreamier depths and feelings. Furthermore, we get the sense of balance from swan meaning as it lives harmoniously amongst three of the four Aristotelian elements. Grounding herself on earth, lofting to great heights in the air, and winding through waters with magnificent elegance.

There is a Jataka story about Golden Swan telling not to be greedy. Damayanti was a princess of Vidarbha Kingdom. She was of such beauty and grace that even the gods could not stop from admiring her. She fell in love with Nala simply from hearing of his virtues and accomplishments from a golden swan.

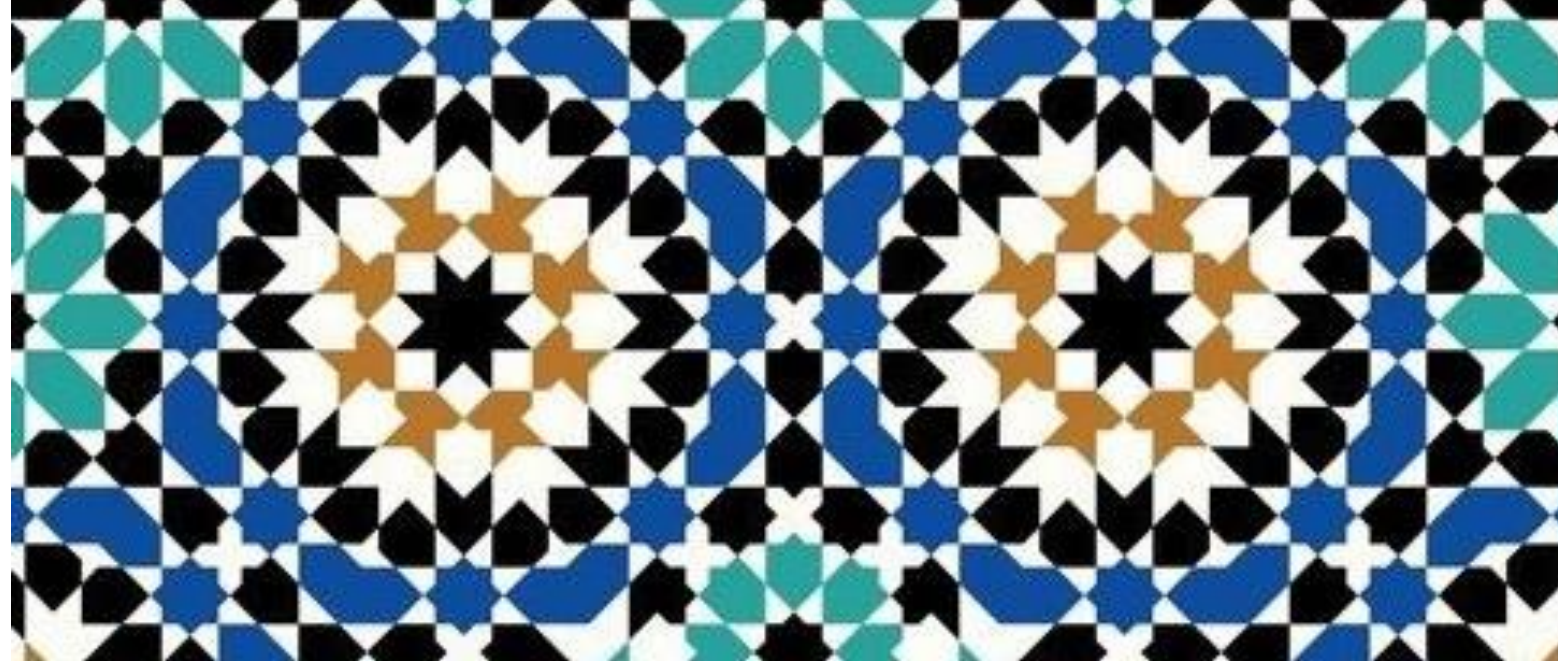




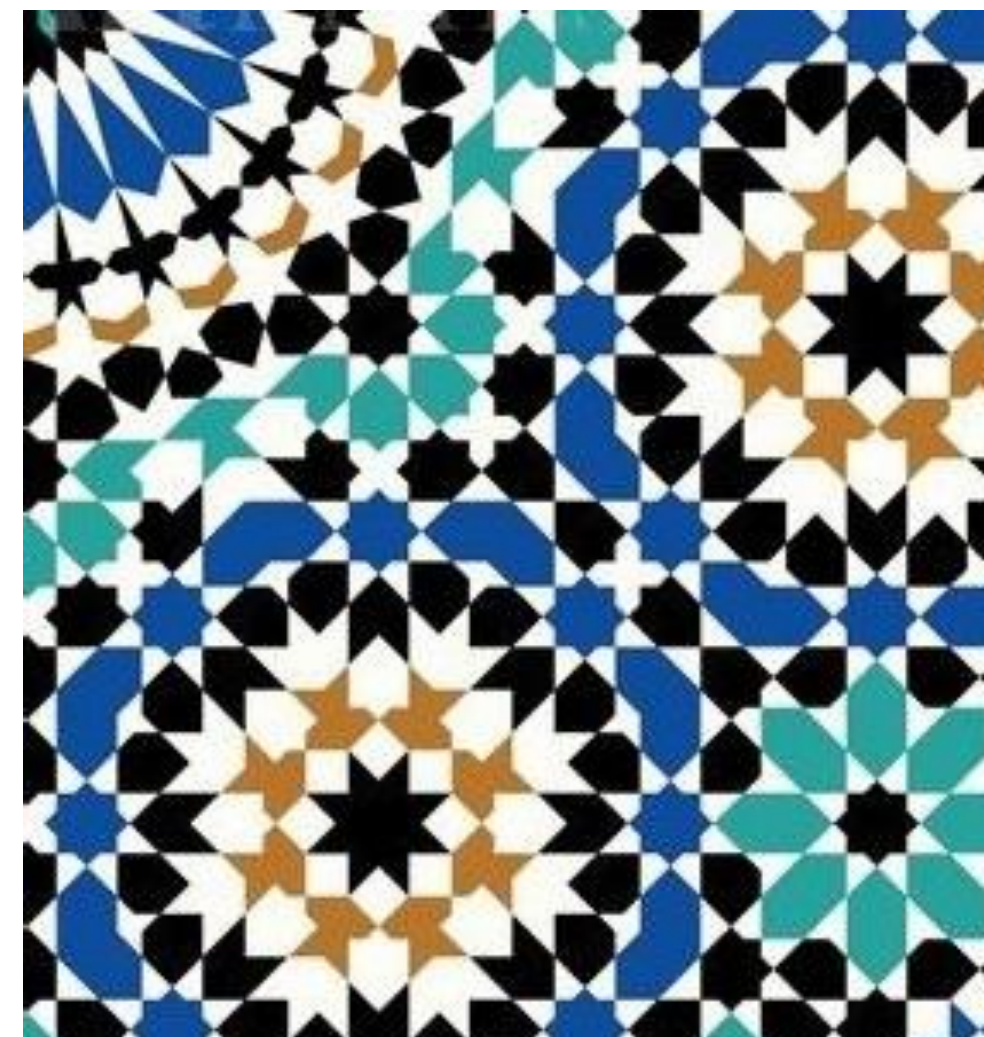
Haute Couture



An Eye Arresting Darling Chunk ANAR Made From Using Rubies That Represents Good Fortune And Courage. The Piece That Plays Two Roles Equally, Wear It As A Ring Or A Pendant Decide Yourself According To Your Mood Today.



Moroccan --- --- Mosaic Art





This Mosaic Collection By Aakarshan Is Inspired From The Moroccan mosaic art. The whole Technique is like a combination of abstract art and a jigsaw puzzle. Combining Or Joining All The Unlike Pieces Together The Art Is Created. The Collection Includes Earrings, Pendant & Ring.

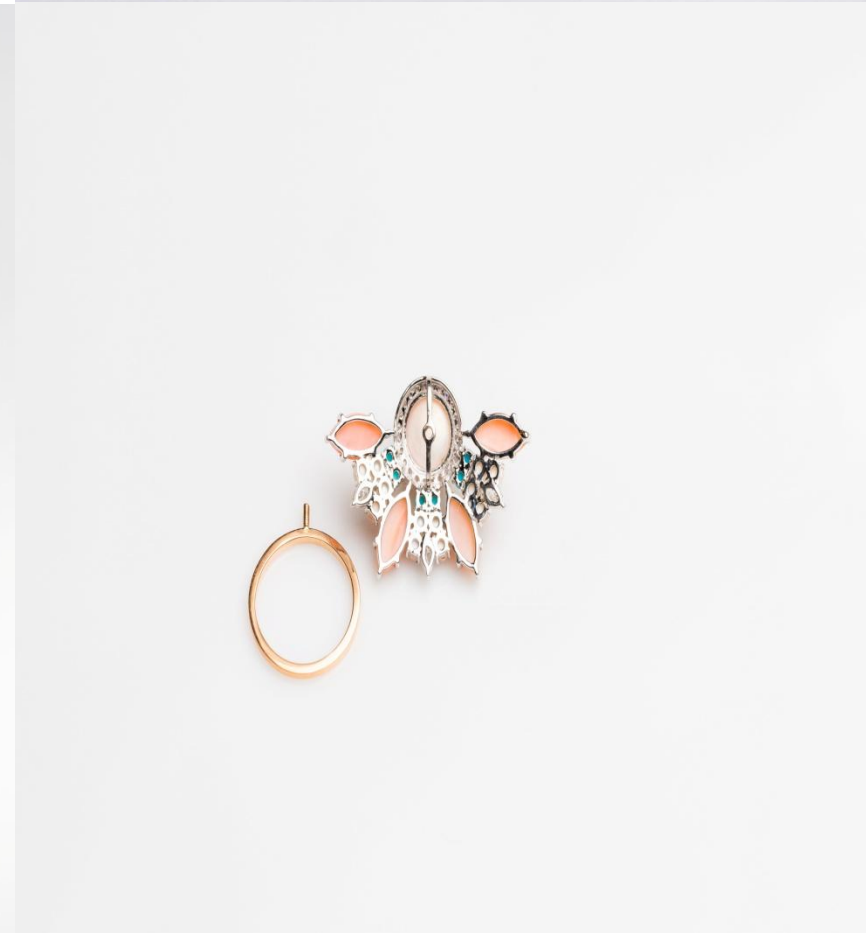


Wearing Wisdom In A Form Of Earrings





Make A Choice By Deciding Your Mood For Wearing It As A Ring Or A Pendant







Rose Collection



Diamond Invisible Chocker





Just How Rose Symbolizes Love And Beauty,
Likewise By Wearing These Ruby Made Rose
Earrings Going To Make A Lovely And
Beautiful Impact On Your Personality





Brand Owner

Having Worked In The Corporate Sector For 8 Plus years, she took a paradigm shift in her career because of heirloom collection of natural gemstones and fancy color diamonds. Shweta, persuaded Gemology from Jaishree Panjkar, Diamond Grading and various other courses in the field of gems and jewellery from GIA India. She explored through various national and international markets by visiting mines, trading centres, national and International Shows In her ardent to learn more in her quench to raise a luxury brand Aakarshan - The Divine power of Attraction!!



SHWETA PATHAK
TOP-7 Jewellery Designer of India

Awards

Media



Journey So Far...



June 2012 : Brand Owner Shweta Pathak left her cooperate job in IT , and did her first exhibition with Gehna ,Pune ,after which she persuaded her formal education in Gemology , diamond grading and jewelry essentials along with traveled to understand the supply chain to her possibilities.

June 2014 : Launched a collection of fancy coloured diamond jewelry at Velvetcase.

October 2014 : Inaugurated our Jewellery Studio in Bhopal and hosted a grand exhibition in the same city.

October 2015 : Launched White Diamond Collection with Wear You Shine.

January 2016 : Launched White Diamond and Gemstones collection with Luxehues.

Nov 2021:Launched collection with Taj Khazana

Events

- Tote on Turf Mumbai with Shyamal Bhumika and velvetcase - **2015**
- India's First Luxury Festival by Quintessentially in Delhi - **2016**
- Silver partner with EWPC International Wedding Conference in Dubai- **2017**

Awards

- Won Precious Coloured Gemstone Ring by Retail Jeweller India Awards 2019
- Awarded as Entrepreneur of the year by WCRINC 2020 *
- Awarded as Inspirational Brand of India by WCRCLeaders award to be facilitated in London 2020 *
- *Femina Fabulous Jewellers 2021

Award Nominations

- Top 7 Jewellery Designer of the Year 2016 - Retail Jeweller India Awards **2016**
- Best Ring Design Under Rs. 2,50,000 – IJ , JJS Jewellers Choice Design Awards by GIA **2017**
- Precious Coloured Gemstone Jewellery of the Year 2017- Retail Jeweller India Awards **2017**
- Precious Coloured Gemstone Jewellery of the Year 2018 - Retailer Jeweller India Awards **2018**
- Platinum Jewellery of the Year 2018 - Retailer Jeweller India Awards 2018
- Best Workwear Jewellery - Retail Jeweller India Awards **2019**
- Precious Coloured Gemstone Ring - Retail Jeweller India Awards **2019**
- The Real Cut Finalists- Lakme Fashion Week **2019**



*“Luxury is letting what you truly crave fill the world around you.
Let no important moment happen in a space that doesn't reflect who you are or how you feel”*



Thank You