Indian jewellery- a different kind by Ashish Kaith

Article published on January 12th 2012 | Jewelry

Ornaments have been a part of mankind since ages. Even the ancient civilisations were reported to have ornaments as part of their lifestyle and this has continued to modern times. Gold, silver, diamonds and other precious gems form the majority of jewellery that we use. Indian jewellery, in particular is famous for its exquisite designs, a major reason for its demand across the globe.

The Indian bridal jewellery is far different from its western counterpart. Not much emphasis is given to the bridal jewellery in the West, where the wedding dress is the matter of concern. In India, it is all about striking a balance between the two. Jewellery like gold necklace sets, bangles and rings still take a bigger pie in the share of expenses incurred during marriages. Ask any Indian girl and you would not be surprised to find the importance of gold jewellery for her marriage.

Jewellery business is on its high mostly during the festive and marriage seasons. Jewellery prices are high enough even during the off seasons, a clear indication of its financial worth. Gone are the days when gold jewellery were meant for exchanging during special occasions like marriages. Today, it is also considered a smart investment. The financial crunch has brought back the focus on gold, a much safer investment option.

Being unique and a class apart are some of the features best describing the Indian jewellery. A perfect blend of grace from the past, combined with today's style is its USP. Conventional ornaments were produced of pure gold, but today silver, platinum and white gold are also in demand. There are many a reasons for such popularity. The foremost being its mystic designs. Pure gold necklace sets and bangles have their own charm, but the new age jewellery asks for much more.

One should beware of cheap imitations. They may seem attractive as long as they are in the showcase, but loose their appeal within a few days use. Precious metals like gold and platinum on the other hand are virtually forever and can even be melted and remoulded into the designs of your own choice.

Article Source:
http://www.articleside.com/jewelry-articles/indian-jewellery-a-different-kind.htm - Article Side

Ashish Kaith - About Author:
TBZ, a major in the a Indian jewellery market is known for its unique designs that are simply awe struck. Exotic a gold necklace sets, bangles, rings, you name it and TBZ has it.

Article Keywords:
gold jewellery designs, gold necklace sets, Indian gold jewellery, gold necklace, gold jewellery, gold & diamond jewellery stores, gold sets

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!