



# Karpagam's 'TERRA-FIC' GOLD Wows Young and Old Alike



PICS COURTESY: KARPAGAM JEWELLERS

**T**he twain meets in this beautifully unique combination of terracotta and gold from Karpagam Jewellers, Coimbatore. 'Terra Aurum' is a truly singular range of gold and terracotta jewellery designed and crafted exclusively by Karpagam Jewellers. Managing Director Mr. Balamurugan tells us "We are the only jewellers not only in the country but in the entire world creating this range of fusion jewellery. We have been awarded a product patent for our novel creation in India." Combining gold, terracotta with other gemstones like pearls, corals, semi precious beads, Karpagam's



head honcho tells us that it is the design that reigns supreme in this one-of-a-kind range. "The manufacturing time ranges from a

month to more than a couple of months depending on the intricacy and workmanship. Design dictates the technique used to make the jewellery and our in-house artisans are trained specially to execute these pieces." From pieces as light as half a gram of gold for pendants, Terra Aurum neckpiece and earring sets can weigh as much as 70-80 grams. Mr. Balamurugan tells us that customers across the globe flock to his store for these special treasures.

These light-weight delights promise to enchant young and old, contemporary and traditional with their unmatched charm.

