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EX TOP STAND-UP COMICS WHO MAKE US LOL

SHELLY LUTHRA

FOUNDER, ORNATE JEWELS

Shelly Luthra, the founder of Ornate Jewels began her venture of passion which was born out of her interest for design and jewellery. She discovered her calling in life when she was working in the U.S. with fortune 500 companies that included luxury and high-end jewellery brands. After her return, she began a one of its kind manufacturing that is into e-commerce as well. Luthra recognised the scope for e-commerce, she began retailing via an online platform which is now known as Ornate Jewels. The brand began as a humble venture for which she worked from

home. It has now grown into a 10-member team working in a commercial office space. It handles all things in-house including the manufacturing of all the jewellery. Her work experience spans almost two decades. Her exposure to diverse cultures gives her the advantage of understanding the needs of the clients from all walks of life. Her aim with Ornate Jewels is to give women their spark to shine. She was born and brought up in Punjab, and now lives in Pune with her husband and daughter. She enjoys spending her downtime with her child and reading a book.



ROMA NARSINGHANI

CONCEPTUAL JEWELLERY DESIGNER

sing architectural designs and structural accents as muses, Roma Narsinghani turned her love for crafting intriguing baubles for personal use into a conceptual jewellery label. "I've always been invested in any kind of design," she explains on what inspired her to be a jewellery designer, "Jewellery was an organic transition, I was making pieces for myself and most everyone who saw me wear my jewellery had something to say about it, 'eccentric', 'unique', 'beautiful' or 'can I order it?' was the feedback I received, and that's how I became a jewellery artist." Narsinghani did her graduation with a BA in Fashion from Central Saint Martin's College of Art & Design and her Master's at Istituto Marangoni in Fashion & Luxury, Milan. She has worked as an

intern with Manish Arora and was the Head Creative Merchandising Consultant at USHA. After her master's degree, she was offered the chance to teach Trends Forecasting at Whistling Woods, Mumbai where she currently conducts a 6-month course every year. The design philosophy is "about originality, sustainability and striking an interesting balance between form and function. With each design, I distil multiple references to create something completely new. Our pieces can be bold and striking or whimsical and quirky. Each piece is painstakingly handcrafted by skilled artisans and many of my pieces can be styled in multiple ways. We recycle all our materials, all our pieces are nickel and lead-free. We try to maintain a zero waste policy. Our designs focus on showcasing the individuality of the wearer." []

