Colombo Jewellery Stores launch new collection

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Otara greeted by Rifa Cassim on her arrival at the CJS showroom

Colombo Jewellery Stores (CJS) has launched a new range of jewellery that will add to the Perpetual Grace Collection launched earlier in the year. Brand Ambassador for CJS, former Miss Sri Lanka and Bollywood movie star Jacqueline Fernandez unveiled the new additions to the collection by donning a pair of emerald, pearl and diamond chandelier earrings set with 30 carats of emeralds and 7.5 carats of

diamonds. Also on the occasion were launched the new additions to the Otara jewellery range, designed by celebrity fashion icon Otara Gunewardena.

Speaking at the event Chairman of CJS Akram Cassim emphasised on how the new pieces compliment the overarching signature qualities of the Perpetual Grace Collection. “We have added a range of white bakelite and diamond earrings, bracelets and rings into the collection, while an element of fun and excitement is portrayed in a collection of coloured stone jewellery. The Perpetual Grace Collection has an overarching signature of being very varied and individualistic in style. It signifies timeless grace, grandeur and beauty with each piece’s individuality, understated elan and chicness echoed in the new additions,” he said.

The launch of the new addition to the Perpetual Grace Collection was also marked by the addition of new pieces by celebrity entrepreneur and Colombo fashion icon Otara Gunewardena to her jewellery series created in collaboration with CJS. Otara was a pioneer in partnering with CJS in 2009 when she launched the self-titled Otara jewellery range with an exotic limited edition. The Collection uses a variety of colourful gems set in both gold and white gold and new pieces are regularly added on to it. Joining Jacqueline Fernandez at the CJS flagship store, Otara presented Jacqueline with the first pieces from the new collection ‘Hoola’. Speaking on the inspiration behind the new pieces, Otara commented that they were about “cool and a bit of fun. I think everybody needs a bit of fun in what they wear and to be different and stand apart from the rest. This is what the new collection is about.”

The new additions to the Perpetual Grace Collection also signifies timeless grace, grandeur and beauty.

CJS has a legacy beginning from 1922 when founder Thaha Cassim transformed fashion trends with his handcrafted exquisite jewellery customised for the trendsetting elite. His aspirations and passion for beautiful things were further augmented when he combined his love for exclusive jewellery and the magnificence of thoroughbred horses, designing a one of a kind timepiece with a renowned Swiss watchmaker in 1951 for his award winning steed Golden Buckles. Akram Cassim, now at the helm of CJS, explained the ethos that best captures the CJS spirit, “our founding legacy and heritage is built on excellence. CJS jewellery is not an accessory, but rather it is a statement that personifies the wearer. These new pieces epitomise that uncompromising quality and exclusivity constructed on our hallmark glamorous platform of heritage and history.”

The new collections from CJS are available from the CJS flagship showroom on Galle Road and other outlets.

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