

Pehr Offers an Eclectic Collection of Timeless Sterling Silver Jewelry

Silver Jewelry for every occasion



India, West bengal, Aug 19, 2021 ([Issuewire.com](https://www.issuewire.com)) - Pehr is a home-grown label showcasing an eclectic collection of contemporary [Sterling silver jewelry](#). It started in April 2021 during the pandemic and is currently a licensed company that is now eligible for conducting foreign business as well. Started by Mrs. Shrutika Jatia, the initiative aims at supporting local artisans and promoting the local to vocal movement.

The company offers wide collections of modern silver jewelry for women. Their products comprise an array of designs in bracelets, rings, earrings, and necklaces alongside a beautiful, thematic categorization of jewelry designs and types capturing the essence inspired by special moments. Each collection has been carefully curated as an ode to the complete woman. Behind the jewelry, is a philosophy that resonates with the company's values that strive for perfection to complement the already perfect woman. To achieve this, they maintain a high benchmark for quality and purity using 92.5% sterling silver to create jewelry pieces. Their collection of graceful artisanal jewelry is robust and can last for a lifetime and even generations. One may choose their perfect gift from a world of contemporary designs across dazzling ranges of necklaces, earrings, bracelets, and rings. One can also work with their designers and customize their own jewelry.

Pehr's founder, Mrs. Shrutika Jatia, started this initiative to support local artisans and to ensure that some timeless crafting techniques remain relevant. In the words of Mrs. Shrutika Jatia, "Every Pehr piece, however progressive from the outside, has an age-old crafting technique behind it. By gracing our

jewelry, you are actually encouraging a legacy of craft.” Co-founder Mrs. Ashna Jatia aims to create designs that become an inherent part of the wearer’s narrative. These timeless designs can be thought of as modern-day heirlooms. “I like to think of our designs as free-spirited pieces”, she says, “Whether it is for gifting, or a gala or for no apparent reason, the brand’s aesthetic is a breath of fresh air. It can be worn by anybody, and still, make them feel like themselves.” The founders of Pehr are deeply inspired by the family tradition of philanthropy. Creative head, Ms. Siddhika Jatia, wanted to channel her intuitive instincts into creating something that not only has visual appeal but also has a voice. In Siddhika’s words, “I like to listen to the voices in the wind, grass, and sea, and to feel when the piece of jewelry is alive.”

Pehr is an independent company for silver jewelry that exemplifies a legacy that binds generations in the family. Pehr recognizes that our life is witness to the different phases and experiences of joy, celebration, and moments of intimacy. Experiences told through the centuries-old art of adorning with ornaments stand as the inspiration for each of their exquisite pieces. They offer free pan India shipping for the most convenient pure silver jewelry online shopping experience ever. With the perfect amalgamation of compassion, aesthetics, and creativity, the Pehr collection is definitely something that every woman should own. For more information about their product line, visit their official website at <https://pehrsilver.com/>.



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