



Importance of jewelry in Women: Case Study in Pakistan

Syeda Sadia Afzal

Student of University of Karachi, Pakistan

Corresponding Author: Syeda Sadia Afzal



Article Info

Article history:

Received 29 April 2020

Received in revised form 3
May 2020

Accepted 8 May 2020

Keywords:

Jewelry

Women

Pakistan

Abstract

Jewelry's anecdotes have been growing up since kingdom times. Getting acceptance day by day, women are using jewelry culturally, etiquette generation and acquiesce. Passion of jewelry in women has trending now a days, another trending of young generation to become more attractive and beautiful with the help of jewelry. Everyone use jewelry for their capacity like, Diamon, Gold, Silver, Pearls and other materials. Time is changed and the importance of jewelry has been increased, Gold and Silver's values are different but getting expensive of Gold other material take place here some other introduction of jewelry.

Introduction

Talking about the significance of jewelry in the life of women, they are like to take jewelry as a gift. Asian women really like to wear jewellery. It has been using adornment for thousands of years, as a power of women. It is a go to accessory that every woman loves sporting with their outfit. Just like matching shoes and handbags, there is matching jewelry with every outfit, for example, a more western look jewelry is worn with a modern outfit and traditional pieces are worn with more culturally appropriate clothing. Sorting out the creative and crystal clear handmade fashion jewelry designs has been the ultimate desire of women in the subcontinent for the centuries. When we talk about the women's handmade fashion designer jewelry trend, we cannot deny the certain charms and obsession about the jewelry of the women across the world. Jewelry is ornaments that people wear, for example Rings, Bracelets, and Necklace. It is often made of a valuable metal such as Gold, and sometimes decorated with precious stones.

A Brief History of Jewelry

Life, like jewelry, should have both wit +beauty (Stein, 2016). Jewelry has always been a part for human history. One million year ago, also around the time when clothes and tool first started being used, jewelry became a part of human culture. Jewelry was made out of raw materials such as animal skin, feather, plants, bones, and anything else that could be found in nature.

Modern jewelry and jewelry making methods is the product of thousands of years of culture exchange and technological development. The first known example of jewelry originate in Africa in the form of shell jewelry, like the use of snail shells and Ostrich egg shells, which have dated back nearly 75000 years ago.

Jewelry has always been a part of south Asian civilization, and indeed has always been a major export of the region. By 2000 BCE, traders were moving back and forth between the ports of India, Sumer, and Egypt. Styles and symbols were shared across these lands.

According to Muniraj (2015) Indians have been using jewelry for adornment since centuries. The significance of the country is evident from the fact that on many auspicious occasions, jewelry forms a part of gift.

Hellenistic jewelry

The Hellenistic jewelry conquered the Persian Empire in 331 B.C, domain extended from Greece to Asia Minor, Egypt, the Near East, and India. This unprecedented contact with distant culture not only spread Greek style across the known world, but also exposed Greek art and artists to new and exotic influences. Significant innovation in Greek jewelry can be traced even earlier to the time of Philip of Macedon (r.360/359-336 B.B.), father of Alexander the Great. An increasingly affluent society demanded luxuries object, especially gold jewelry. With technical virtuosity, Greek artists executed sumptuously ornatedesign, such as the beechnut pendant, the acanthus leaf, and the Heracles knot. Contestabile (2013) The repertoire of Hellenistic Greek jewelry iconography did not limit itself to floral motifs, but also included anthropomorphic figures and deities.

Importance of jewelry In Women

Women`s are passionate about jewelry because it`s a symbol of females. Jewelry has always made women feel beautiful and confident (Rehman, 2017). Every age of women use it properly with their costume. jewelry incite the women`s beauty. Jewelry is weakness of every age of girl.

Most of the oldest pieces of the women`s jewelry had been received as a gift, especially the once from youth. The mostly pieces of jewelry is using generation to generation. Like daughter in law has those bangles which was given by her mother in law and grandmother in law was given to her and, great grandmother in law was given to her. This is the very common chain of Indian culture of jewelry.

According to Ahde-Deal (2013) I don`t have anything that the wedding ring always should be here (point at the ring finger). I can change it and wear whichever ring in the place of the wedding ring.

Bridle jewelry

Indians and Pakistanis are used jewelry in their weddings. That is beautiful tradition in Asian that uses of jewelry in their wedding (Sheikh, 2020). Noticed thing is that bride of wedding wear gold jewelry. But now a day`s bride is likely to wear matching jewelry with dress and sandals. It`s also depend upon the fashion of bride jewelry. On the main wedding day, every bride is expected to look her best. To achieve this goal, the bride pays special attention toward her wedding attire, jewelry, accessories, makeup, and hair style. There are number of items in the jewelry which cover many parts of body. There are items specially prepared to complements the bride dress. The bride jewelry consists of the following items: Maangpatti, Necklace, Ear ring, Nose ring, Bangles, Rings, Anklets, Aram`s band, Toe ring.



Figure 1. Use of Jewelry in Pakistan

In Pakistan Kashmiri brides are known for their gorgeous, and elaborate bridal head pieces, their tantalizing yet simple, maathapattis and mathatikkas are both traditional and prodigious. Made with semi-precious gemstone are extracted in silver molds. These gemstones are from our Northern areas, Hunza, Kashmir etc. The state`s rich heritage is reflected in the enchanting Kashmiri gold jewelry that is known for its intricate, well-crafted designs, and unique and minute detailing.

Different Kinds of Jewelry

There are many kinds of jewelry all over the world. Some rich people like to wear diamond jewelry and some white gold or gold jewelry. But the tradition of adoring with jewelry is 5000 years old. Women and jewelry have always great combination. The tradition is still alive. The art of making beautiful ornaments, with delicacy and acumen, has been developed throughout the historical times in India.



Figure 2. Kinds of Jewelry

Antique Jewelry

The jewelry which is not in mainstream production and of which the mode of production is no longer popular is known by the name of Antique Jewelry. This kind of jewelry is old and it

looks old and rough, also its charms are not much beautiful but it belongs to the particular time of period.

Bead Jewelry

There is also a different kind of beads but I tell about the same. Beadwork is the art or craft of attaching beads to one another by stringing them with sewing needle or beading needle and thread or thin wire, or sewing them to cloth. Bead art in India is five thousand years old.

Copper Jewelry

Copper is highly malleable and eye-catching with its unique red-orange, arterial to use in jewelry. Although copper is currently a popular jewelry metal.

Ivory Jewelry

Ivory refers to the hard, creamy-white material found in the tusks of elephants, boars, walruses etc. in the modern world it is most famous jewelry. It is harder and more durable than wood or bone.

Jadau Jewelry

Jadau jewelry forms one of the major examples of high skilled craftsmanship that was brought into Indian Mughal. Jadau jewelry is also called engraved jewelry and is unique and a kind in itself.

Kundan Jewelry

Kundan jewelry is a traditional from Indian gemstones involving a gem set with a gold foil between the stones and its mount, usually for elaborate necklace etc.

Meenakari Jewelry

Meenakari jewelry is a tradition of Indian jewelry technique in which gold or other metals are colored with the help of enameling minerals substances.

Lac Jewelry

Lac is a resinous substance, accumulated from an insect called *Kerria lacca*. Lac jewelry is very popular amongst the young women.

Silver jewelry

Silver jewelry, along with gold jewelry is quite popular among women. Ornaments made of silver, such as ring, bracelets, chain, nose ring, earring, toe ring, heavy kadas, and armlets etc.

Stone Jewelry

Stone jewelry is famous man and woman because it is made up of precious stones like diamond, ruby, sapphire, emerald, and fluorite etc.

Flower Jewelry

Nowadays trend of flower jewelry is everywhere. The many brides use it very passionate style. There is also many kind of flowers jewelry. Red rose, jasmine, Marigold is used to make flower jewelry. The flower's jewelry has its own beauty. That is also make a fresh environment. It has also ring, earring, necklace and bangles etc.

Jewelry in Pakistan

Pakistani's women like to wear every type of jewelry. In daily routine married young girls like to wear bangles, ring, nose pin etc. usually gold and imitation jewelry wear by Pakistani's

women. The latest trends in woman`s handmade fashion jewelry. Different type of crystal, bead to use for making it.

According to Muhammad Umer (2011), when we talk about the women`s handmade fashion designer jewelry trends in Pakistan, we cannot deny the certain charms and obsessions about the wholesale jewelry of the women across the country.

Yağmur & Yeşilyurt (2012), satisfaction absolutely depends on the customers ideas related to product performance. Pakistan has been blessed with vast deposit of precious and semi-precious gemstone, located mostly in Gilgit Baltistan, Khyber pakhtinkhwa, FATA, Azad Kashmir and Baluchistan (Malkani, et al., 2017).

Imitation Jewelry Trend in Pakistan

Rise in gold prices in national and international markets has forced the people to buy artificial jewelry even for brides and preference of jewelry-loving women is to buy imitation Jewelry. Artificial jewelry has been more attractive for women, and the unprecedented hike in the process of gold has declined the customer`s purchasing power and keeping them at bay. No doubt, the new trend of use of artificial jewelry is a gift of increasing gold process, which had badly affected business. My preference is to buy artificial jewelry, as its designs are much less as compared to gold.

Conclusion

In summary, it is concluded according that above research about jewelry is spot edifice. There are many things about to write jewelry. Because women`s favorite topic is jewelry. But I hope the passion of jewelry never be ended the design and beauty of jewelry is increased in young age girls. IT will be more beautiful and modern. It is seen that women are generally interested in precious jewelry. They prefer jewelry created with precious stones and metal such as diamonds and gold. After searching about the history of world jewelry I found the many years ago jewelry was popular in women and now it`s also a part of every women life. Every continent has different and beautiful history about women jewelry. And also different country has different kinds of jewelry related to their culture but every women like to every different kind of jewelry. Developing of making of jewelry is increasing day by day. The trend of jewelry in women becomes a passion. I also talk about the Pakistan`s jewelry here because the trend of gold jewelry is decreasing rather than imitation jewelry. The stone work of Pakistan`s is famous of a lot. The precious stones are availed in Pakistan. The jewelry represents the culture of different countries. After looking the jewelry you recognized the culture of country. It would be wise for future research to connect creativity. in addition, future research should be examine the effects of creation of jewelry but more typically, woodwork jewelry and irove jewelry. Art of jewelry is not the midlife women to use it but also passion of jewelry in men.

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