



February 6 ,2007

Home

## Watches

Showcase  
History  
Brand Evolution  
Limited Edition  
Special Report  
Desired Item

## Jewellery

Bridal Bounty  
Celeb Style  
Trends  
High Life

## Community

Register  
Contact Us  
Marketing  
Feedback  
Subscribe

## Magazine

Archives

## High Life...

### Charmed for life!

Charm bracelets, which have been sentimental favourites for a long time, ARE making a fashion statement the world over. SAVIA RAJAGOPAL tracks the trend...



*Classics will always be classic*



Charm bracelets have traversed the journey from being spiritual talismans worn for protection and luck to fashion statements that leave a signature mark. This seemingly simple piece of jewellery has made a comeback the world over. Whether it's style icons like Sarah Jessica Parker and Kim Cattrall from the infamous 'Sex and the City' or Hollywood style icons Charlize Theron and Julia Roberts – celebrities around the world are sporting these delicate lil' accessories. If you were to glance back, members of the Ball-Arnaz family, Jackie O, Mrs Babe Ruth and the Duchess of Windsor were known to have been 'charmed' by these very bracelets.

### Each charm tells a story...

Charm bracelets make beautiful, and often, sentimental gifts. They are collected and retained as lasting souvenirs of days gone by. Of late, charm bracelets are sought after as fun additions to an accessory collection. Each charm is meant to signify something in particular. For example, hearts convey love and romance, while an open hand or bunch of grapes is meant to signify fertility; a horseshoe symbolises luck and good fortune. Says Pooja Parmar, Design and Manufacturing coordinator, Notandas and Sons, Mumbai, "Right now, charms are picked up purely for the 'fun' factor. The most popular charms now are in the shape of hearts, keys, flowers, etc. Even diamonds and coloured stones that are used in these bracelets are very popular as they add a dash of zing to traditional bracelets." And there is no end to variety. Available in all kinds of metals - from sleek silver to reliable yellow gold to the classic white gold or platinum — charm bracelets are made across the board whether with regular jewellers or high-end luxury brands like Piaget or Bvlgari.



### Looking back...



Though the charm bracelet's origin is unknown, it is said to have been created around 500 B.C when charms on a chain were made of natural gems or rocks such as lapis or quartz. The charms were carved with designs of animals or Gods and were said to possess supernatural powers and endowed the wearer with luck or protection. The Egyptians known for their penchant for jewellery are often credited with adopting the charm bracelet as their very own style of jewellery. The Babylonians and Persians are also known to have been great followers of this trend that has reinvented itself over the years. The Victorian age saw the true coming of this fashionable item of jewellery. Queen Victoria was very fond of charm

bracelets and wore hers with pictures of her family engraved on the charms. It's also been said that she wore locks of hair from her late husband on her bracelets. The charm bracelet only fuelled the craze for opulence and extravagance that the Victorian era was known for.

#### Modern mould...

In the 20th century, post World War II, the charm bracelet made a comeback as soldiers returning from travel abroad would gift these bracelets with different souvenirs attached to them. The 90s saw the charm bracelets make a big splash in the United States as Italian charms crossed the seas and made their way into the hearts of the chic fashionista as well as the girl-next-door. Closer home, they have been a popular option especially in metals like gold which are traditional modes of investment in India. Says designer Neelam Kothari, "People who like conservative traditional jewellery may not like charm bracelets, but it is very popular right now in India. Charm bracelets in both yellow and white gold sell well. Diamonds and coloured stones are also found embedded on the bracelet to make it look a tad different."



#### Bracing fashion...

Fashion houses have always caught onto trends and many labels have been known to create charm bracelets specifically to suit different lines. Louis Vuitton, in its Spring Summer collection 2006, unveiled 'Charms Extraordinaires' – a collection that strings together elements from LV's long history. The charms from LV are signature emblems, in enamel, coloured in yellow, purple, pink or red. The padlocks and LV signature are adorned with diamonds in white gold while the aeroplane is made of white and yellow gold, also adorned with diamonds. Creative designer, Marc Jacobs, Louis Vuitton, reignited interest in charm bracelets way back in 2001, and the historical legacy of the house can be found through these charms. Chanel, too, created the 'Russian doll charm bracelets', the 'Icon charm bracelets', and 'Pirate charm bracelets' amongst others. Piaget also features a charm bracelet in its exquisite Piaget d'or collection. The charms can be interchanged and therefore allow more options to the wearer to change the look of the bracelet according to her whim and fancy.

#### Watch that charm...

And if you thought charm bracelets were only for sentimental fools, you'd be mistaken. Charm bracelet watches too are a popular choice, which feature a tiny watch as one of the charms that dangle from the chain. Gucci's 'G Charms Watch' is adorned by four charms – 'GG', 'bamboo', 'boot' and 'dog tag', all which pay tribute to the fashion house's luminous legacy. The bracelet along with the charms is made of stainless steel and showcases a stylish way to wear your charms. Citizen watches has recently launched a new charm bracelet watch that seeks to combine femininity and utility, offering the consumer, both a bracelet as well the loyal timekeeper-a watch. The 'Charms Bracelet Watch' has a mother-of-pearl dial and Swarovski crystals and aims to provide a stylish fashionable accessory. Hideaki Nakazaki, Managing Director, Citizen Watches (India) Pvt. Limited says, "The Eco-Drive Charm Bracelet Watch is not only stylish and elegant but is also an advanced piece of technology. The watch was designed keeping in mind that it would find its place on the urban women's wrist as not only a watch but a jewellery piece as well."

Send this article to a friend 

TO READ FURTHER... SUBSCRIBE TO YOUR COPY TODAY!!!



Copyright © Bennett Coleman & Co. Ltd.

All rights reserved.

Other Times Group Sites : [Indiatimes](#) - [The Times Of India](#) - [The Economic Times](#) - [Femina](#) - [Filmfare](#) - [Times Classifieds](#) - [Disclaimer](#)