What is meenakari jewellery?

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Meenakari jewellery is a form of intricate and colourful enamel work that originates from ancient Persia and flourishes in India under the Mughal emperors. It is a highly skilled art form where vivid enamel paints are fused onto the surface of precious metals—most often **gold**—to create detailed, ornamental patterns and motifs.

Key Features of Meenakari Jewellery:

- **Enamelling Technique**: Fine grooves are etched into the gold surface and then filled with mineral-based colours, which are fired in a kiln to fuse them permanently.
- **Rich Colours**: Traditionally features bold, bright hues like red, green, cobalt blue, and white. These colours are layered with great care to create lifelike florals, birds, or abstract motifs.
- **Craftsmanship**: It requires exceptional precision, often performed by artisans who specialise solely in meenakari.
- **Double-Sided Beauty**: In many cases, meenakari is done on the reverse side of polki or kundan jewellery, making the back as enchanting as the front.

Cultural Significance:

Meenakari is especially revered in regions like **Jaipur** and **Varanasi**, and it’s often incorporated into bridal jewellery for its opulence and heritage appeal.

At PureJewels, while our focus remains largely on **22ct gold craftsmanship and diamond finery**, we deeply admire this heritage technique and occasionally draw on its influences for our bespoke designs, especially when a customer desires something truly unique and regal.