What is Desi Gold, and how does it differ from other types of gold?

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Desi Gold refers to traditional gold jewellery crafted in South Asia, particularly in countries like **India, Pakistan, Bangladesh, and Sri Lanka**. The word "*Desi*" simply means "of the homeland" in several South Asian languages. Desi gold is deeply rooted in cultural traditions and often signifies purity, prosperity, and heritage.

Key Characteristics of Desi Gold

1.High Purity

Desi gold is usually made in **22ct (91.6% pure)** or **24ct (99.9% pure)** gold. These high-purity levels are preferred for their deep, warm yellow hue—a hallmark of South Asian gold aesthetics.

2.Traditional Craftsmanship

Desi gold often features:

- **Intricate filigree**
- **Hand-engraved details**
- **Kundan and meenakari** (enamelling and stone-setting techniques)
- **Polki diamonds** (uncut, raw diamonds)

These styles are passed down through generations of artisans and are usually handcrafted.

3. Cultural Designs

Motifs such as **lotus flowers, peacocks, paisleys, temple-inspired carvings**, and **mangalsutras** are prominent in Desi jewellery. Every design has cultural meaning, making pieces symbolic as well as decorative.

How It Differs from Other Types of Gold

Aspect	Desi Gold	Western/Contemporary Gold Jewellery

Purity	Mostly 22ct or 24ct	Often 14ct or 18ct for durability
Design	Traditional, ornate, cultural motifs	Modern, minimalist, varied styles
Crafting Method	Handcrafted, heritage techniques	Machine-made or CAD-designed
Usage	Weddings, religious ceremonies, heirlooms	Fashion, casual wear, modern gifting
Market	Popular in South Asia and diaspora	Popular globally

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Desi Gold at PureJewels

At **PureJewels**, we proudly honour our South Asian roots by offering **authentic 22ct Desi gold jewellery** made with exceptional craftsmanship and hallmarked by the **London Assay Office**. Our collections blend traditional elegance with a contemporary finish, ideal for both cultural ceremonies and modern wardrobes.