

Shine bright

Charmaine Ng speaks to jewellery designer Kajal Naina on transforming her purpose and passion into a successful philanthropic business

Jewellery has been part of mankind since before history was written, with different uses amongst different cultures. Once difficult and expensive to obtain, today we enjoy many forms of jewellery at different price ranges. With increased supply, more of us are seeking out mindful pieces, which take inspiration from ancient symbols, cultures and folklore.

In Hong Kong, Kajal Naina is one jeweller whose aim is to create works that are more than just decorative. As a trained dentist who was satisfied with her career, Naina found herself at a crossroads when she moved to Singapore and later on Hong Kong. She had always loved jewellery and had an eye for beauty, and although she was happy where she was professionally, she couldn't help toying with the idea of exploring her passion as a path further down the line.

“

Jewellery is not just a piece of accessory but a means to something more in life.

”

With no background in jewellery and no connections in the industry, starting from scratch was not easy for Naina. But over three years since the founding of her eponymous brand, Kajal Naina Jewellery, she has found widespread success in the e-commerce world as well as garnering attention locally.

“Jewellery is not just a piece of accessory but a means to something more in life,” she says. “It's to tell the story of who you are, to keep you centred, to keep you connected, to commemorate special moments and to be passed from mothers to daughters.”

Everything under Naina's brand is crafted to fill a meaningful purpose. The last couple of months, for example, Naina has been working on a new collection of necklaces called 'Mangalsutra', which is a promise of a husband to the wife in Indian and Nepalese culture, similar to the wedding ring.

“It's always been done very traditionally and I want to breathe new life into this meaningful piece while giving a nod to my roots. This collection will not be limited to any country or culture, but will instead become wearable stories for people from all walks in life.”



For Naina, giving meaning to her jewellery draws a parallel with giving back to society. Conscious of her privilege, the designer has dedicated much of her career to help those in need.

In addition to hosting free educational workshops that educate people on important matters related to jewellery in her own time, she is actively involved with the Shubhadra Madan Foundation, a children's education and empowerment initiative in Nepal. As a mother of three girls, she understands the value of education and how it can lead to empowerment and self-sufficiency. As such,

a portion of the profit from the sales of Kajal Naina jewellery is donated to support the cause.

Ultimately, Naina hopes her jewellery and everything it encompasses will bring about happiness for the wearer. “It's about embracing and loving your individuality, whether it may be through meaningful pieces of jewellery or other aspects in life.” HK

You can find Kajal's award-winning jewellery collections online at kajalnaina.com