

Arati Rao Strings Notes into Metal: Her Jewellery Label Taar Debuts

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Singer-musician **Arati Rao** is weaving a new melody — this time in wire and gems. She has launched her jewellery label called *Taar* ("wire" in Hindi), focused on handcrafted wire art pieces made from recycled metals and natural gemstones.

From Music to Metal: The Inspiration

The journey to *Taar* began during the COVID-19 lockdown, when Rao's music venue **bFLAT** shut down temporarily. With more time on hand, she taught herself jewellery-making.

Rather than chasing large-scale luxury, *Taar* seems to spring from impulse — a creative urge, a way to channel artistry beyond sound. This gives the brand a personal, handcrafted sensibility.

What Taar Offers: Materials, Craft & Range

Materials:

- Recycled copper
- Brass
- Silver
- · Gold blends
- Natural gemstones for accents and detailing.

Craft:

- Wire-art techniques: shaping and bending metal wire into forms.
- Hand-crafted each piece carries the irregularity and charm of manual work.

Range:

- Jewellery categories include pendants, necklaces, earrings, rings, bracelets.
- Price span: roughly **?1,500** to **?50,000** covering more accessible pieces to mid-premium.

Launch & Market Positioning

- Taar's launch event is scheduled in Bengaluru from October 16-18.
- The name Taar reflects the material (wire) and perhaps metaphorically links back to strings (in music) a nod to her roots.
- Style angle: minimalist yet artistic, appealing to those who value craftsmanship, personal stories, and eco-friendly materials.

What Makes Taar Stand Out

- 1. Sustainability: Use of recycled metals reduces environmental strain. Natural gemstones add organic value.
- 2. Personal narrative: The founder's background in music and her lockdown experience lend authenticity.
- 3. **Affordable luxury**: The price range allows many to access handmade craftsmanship without paying top luxury brand prices.
- 4. **Artisanal appeal**: Wire art jewellery is less common than cast or machine-finished jewellery. It stands out for its technique and texture.

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