

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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