

House of Migo's Festive Edit Redefines Love, Luxury and Modern Heirlooms

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This festive season, **House of Migo** is all set to add sparkle to every celebration — from intimate family dinners and lively card parties to glamorous festive soirées. The label, founded by **Anisha Mittal** and **Isha Goyal**, brings together refined artistry and modern sensibility to create jewellery that feels both timeless and trend-forward.

Anisha, an **Economics graduate from the University of Nottingham**, and Isha, who studied **Brand Management at Parsons School of Design** and **Marketing Analytics at University College London**, found common ground in their shared love for design. Together, they curate jewels that celebrate individuality, craftsmanship, and emotion.

Bold Statements with a Wearable Edge

The new collection speaks the **timeless language of love** — through chokers that embrace the neck like eternal bonds, earrings that cascade with passion, and delicate haathphools and hair ornaments reminiscent of sacred unions.

"Floral carvings on gemstones are symbolic of blossoming love, while pearls represent loyalty and constancy. The kundan and polki detailing pay homage to heirloom traditions — jewels that carry legacy and affection through generations," shares Anisha.

Festive Trends: Statement Meets Simplicity

According to the duo, this season is all about bold yet wearable designs. "Think earrings that instantly elevate your outfit, layered necklaces that transition effortlessly from day to night, and personalised charms that add a touch of whimsy," says Isha.

Pearls & Colourful Gemstones Take Centre Stage

Classic pearls are back — but with a twist. "We're seeing **irregular baroque pearls and layered strands** paired with metal accents. That pearl-meets-metal contrast feels fresh and modern," notes Isha.

Colour too, plays a starring role. "Emeralds, citrines, amethysts, and sapphires are no longer accents; they're centrepieces. They bring joy, individuality, and that perfect festive sparkle," she adds.

Luxury, Reimagined

Modern consumers want pieces that balance **luxury and accessibility** — and **gold-plated silver** is their sweet spot. "It gives you the richness of gold's allure while remaining lightweight and versatile," says Anisha. "It allows jewellery lovers to invest in multiple statement pieces — without compromise."

Season's Must-Haves

- ? Navratan Choker and Bracelet A bold, symbolic power piece set with 120kt navratna stones and 22kt gold plating on recycled brass. The choker converts into a bracelet, embodying versatility and heirloom charm.
- ? **Pearl Ear Chain Anaash** A modern, edgy interpretation of pearls that pairs beautifully with both Indian and Western looks.
- ? 22kt Rose Gold Plated Pastel Zircon Hair Accessory Outhouse A cascading braid ornament that transforms traditional hairstyling into a statement of contemporary luxury, loved by brides and experimental dressers alike.

House of Migo's latest edit is not just about accessorising — it's about **celebrating emotion**, **craftsmanship**, **and the joy of adornment** in its most expressive form.

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