

Silver Reimagined: Aishwarya Rajesh and Krithika Challani Bring Affordable Luxury to the Fore with Arckz Jewellery

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In a world where gold has long reigned supreme, **silver is quietly taking center stage** — gleaming not as a substitute, but as a symbol of accessible luxury. Bridging the gap between timeless tradition and modern elegance, **actress Aishwarya Rajesh** and **designer Krithika Challani** have joined forces to launch **Arckz Jewellery**, a silver-based label that redefines sophistication for the contemporary Indian woman.

“We wanted to change the mindset and show that silver can be luxurious too,” says Aishwarya Rajesh, whose understated style contrasts beautifully with the label’s opulent creations.

Silver, Elevated to Gold-like Grandeur

The partnership between Aishwarya and Krithika was serendipitous. Aishwarya, once a loyal customer of Krithika’s silver boutique **Fedha by Challani**, became a close friend. A casual conversation about jewellery dreams soon evolved into a full-fledged brand. “When I mentioned wanting to start an online label, Aishwarya instantly said, ‘Let’s do it together.’ It made perfect sense — her public connection and creative eye, my jewellery expertise — and that’s how **Arckz** was born,” shares Krithika.

The name **Arckz** itself carries symbolism — **A** for Aishwarya, **R** for Rajesh, **C** for Challani, **K** for Kirti (Krithika’s nickname), and **Z** for silver, the soul of the brand.

What truly sets **Arckz** apart is its **modern reimagination of silver**. “Most people think of silver as oxidised jewellery or basic anklets. But we’ve elevated it with rhodium, white, and platinum finishes that make it look as rich as gold. Our pieces are inspired by antique temple jewellery and Polki sets but come at a fraction of the cost,” says Krithika.

Luxury Made Accessible

In today’s market, where **gold prices have soared**, silver’s resurgence feels timely. “A traditional bridal set in gold can easily cost ₹25–60 lakh,” explains Aishwarya. “But with silver, you can own equally intricate pieces for ₹2–3 lakh. It’s elegant, affordable, and still a valuable investment.”

The duo’s approach balances artistry with accessibility. Each collection undergoes rigorous design and curation, with both partners deeply involved in material selection, polish, and craftsmanship. “We don’t just sign off designs — we live them. Every piece carries our personal touch,” says Krithika.

Despite her own preference for minimal jewellery — often just a delicate chain or studs — Aishwarya remains a strong advocate for investing in fine pieces. “Growing up, my mother and I saved through chit funds to buy jewellery. You don’t

need to splurge all at once; even small, consistent investments help you build your legacy collection.”

The Future of Arckz: Democratizing Luxury

Looking ahead, **Arckz** plans to push creative boundaries with collections that challenge expectations. “We’re working on lightweight, Italian-style jewellery that’s typically only available in 18- or 9-carat gold. We want people to be surprised — to see silver in ways they never imagined,” says Krithika.

The label is also investing heavily in digital growth. “We’re building a seamless online experience so that Arckz becomes the go-to destination for fine silver jewellery,” she adds.

Ultimately, Arckz is more than a jewellery brand — it’s a statement of intent. A commitment to **craft, affordability, and aspiration**. For women who want to look like royalty without the royal price tag, **Arckz is where luxury begins anew — in silver**.

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