

Akassh K Aggarwal: Crafting Jewellery with Purpose

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Jewellery designer Akassh K Aggarwal has built a name not just through glittering pieces but also through meaningful statements. In his profile with Beauty & the Best Magazine, he is presented as more than a creator of accessories — he is a TEDx speaker, LGBTQIA+ rights activist, and social influencer.

His brand, often under labels such as “Shubhashini Ornamentals,” has seen at high-fashion platforms such as India Runway Week where he married bold jewellery design with larger social messages.

Design Aesthetic & Signature Collections

Aggarwal’s design sensibility draws on rich heritage motifs—flora and fauna, intricate metalwork, layered stones—but brought into contemporary contexts and smart accessories. For example, his “Boudoir” collection used diamonds, rubies, emeralds, pearls and sapphires in striking combinations, as reported when actress Gauhar Khan walked for him.

Beyond glamour, his work often carries social themes—one collection at India Runway Week addressed the “Changing Phase of Feminism,” signalling his intent to fuse jewellery with advocacy.

Advocacy & Social Impact

What sets Aggarwal apart is his outspoken role as a member of India’s LGBTQ community. In interviews, he has emphasised self-acceptance rather than seeking external approval, stating:

“Self-acceptance is a key to fight all the battles ... don’t seek approval or acceptance.”

He also plans jewellery or accessory lines where proceeds support NGOs working for LGBTQ+ rights—using design as a vehicle for change.

Why His Work Matters

- **Fusion of style + message:** Aggarwal shows how jewellery can be more than adornment—it can articulate empowerment, identity and social change.
- **Representation in design:** By owning his identity and success, he challenges stereotypes in an industry often rooted in tradition and convention.
- **Accessible luxury with ethics:** Although his pieces cater to high-fashion sensibilities, the underlying message opens a different dimension of luxury—one infused with meaning.

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