

Collection 1 name ideas: Jaah (Grandeur in Urdu); Schmaltz; Niraag (Astonishing in Sanskrit)

Product 1A:

There is some beauty in the stinging pain that longing brings; Afterall waiting is an art. Watching the time tick as you reach out to pour your heart out -- desires and demons -- to the one who is away is something cherishable. Technology might have made the process easier but to reminisce the feeling in its authentic form: this heritage piece is like a doorway to an era long gone and bonds that are timeless.

Product 1B:

Everything ends but time. It stretched before you and will expand beyond you. And to value it in its eternity could be your way to show gratitude to the life you've got. Wouldn't it be stunning if you could feel a part of history lurking around, telling you each second what this precious form of being entails for you? This heritage wall clock, handmade in vintage design with ages-old techniques could be a masterpiece to adorn the walls of a home that belongs to someone like you; a unique speck of magic in the endless universe.

Collection 2 name ideas: Noorani (Bright in Urdu); Mehtap (Moonshine in Turkish); Kamer (Moon in Turkish); Miraat (Heritage in Persian)

Product 2A:

One doesn't have to believe in a God to trust the universe and its ability to guide you through life. Just like a sailor trusts the moon and stars to find one's way to the shore, everyone tends to entrust symbols, beliefs, religion, and other beings to sail through life. The crescent moon and star is a symbol of religion for some and for others, it could simply be the belief that you're being watched over and taken care of. This heritage piece is not just an ornament but a belief in the power of the universe.

Product 2B:

An ethereal representation of your feminine side; a free, happy, positive self who has the power to conquer the moon and bathe in the light of stars -- this ornamental vintage piece has its roots in the middle-eastern heritage. It is a spring of positivity, an inclination of hope, and a celebration of the purity of soul, its carefree presence amidst the chaos of the world.