



GOOD LUCK CHARMS

GATEWAY TO A CHARMED NEW YEAR!

Charm your luck:

a global odyssey of magical talismans!

Good luck charms are fascinating cultural symbols found all around the world. They serve as universal testament to humanity's belief in the mysterious forces that shape our lives. In different societies, people believe in the power of certain objects to bring them good fortune and protect them from harm. One such charm is the Maneki Neko, or the "beckoning cat," in Japan, believed to bring wealth and prosperity to its owner.

In different cultures worldwide, people use various charms for luck and protection. Italy has the cornicello, a horn-shaped amulet against the evil eye; China has the Feng Shui fish for wealth. Africa employs diverse talismans, like the scarab beetle Egypt, symbolizing rebirth and fortune. Latin America uses Chamalongo beads for divination. Hopi Indians honor Kokopelli for harvests; Scandinavians wear Troll Crosses against evil spirits. Simple items like rabbit's feet and ladybugs are also considered lucky globally.

These charms not only reflect the cultural diversity of our planet but also highlight our shared belief in the potential for positive energies to influence our destinies. Regardless of their forms, these charms weave a fascinating tapestry of beliefs, connecting us through the shared hope for a brighter, luckier future.

Here's to a lucky and prosperous New Year!





Protection



**Protective Charms:
Nazar Boncuğu
Shields Against the
Evil Eye!** Found in
various cultures like
Turkey, Armenia,
Iran, Albania, and
Afghanistan, these
eye-shaped glass-bead
amulets, often blue,
are believed to ward
off misfortune and
envious glares, offering
powerful protection.

JANUARY 2024

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29	30	31											

13 Lohri • 14 Makar Sakranti • 26 Republic Day



love & luck

The Color of Luck! Dive into the world of red, where tradition meets fortune. Uncover the luck, love, and positive energy associated with this vibrant hue across cultures.

FEBRUARY 2024

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hope luck faith love,

Embrace Irish Luck: Grab a Four-Leaf Clover! Originating from Ireland's abundance, each leaf symbolizes faith, hope, luck, and love, embodying the essence of good fortune. This ancient charm protects against evil spirits. Finding one, with odds at 1 in 10,000, is a rare stroke of fortune!"

MARCH 2024

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8 Maha Shivratri • 25 Holi • 29 Good Friday



Sweet dreams

Dream Catchers: Weaving Good Dreams and Positive Energy. According to Ojibwa legend, these spider web charms filter out negative dreams, allowing only good thoughts to enter the sleeper's mind. It's said that the bad dreams get caught in the web and disappear when the sun rises.

APRIL 2024

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11 Id-Ui-Fitr • 17 Ram Navami • 21 Mahavir Jayanti

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Success

Beckoning Luck: The Magic of Maneki-neko Cats! These charming felines, known as maneki-nekos, are more than just adorable cat figurines – they're revered as symbols of good luck in Japanese culture. Believed to attract positive energy, these beckoning cats find their place in bustling spots like storefronts and homes, spreading luck and joy.



MAY 2024

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23 Buddha Purnima



Strength

Eggquisite Traditions: Pysanky Magic in Every Shell! In Ukrainian tradition, Pysanky eggs are often considered symbols of protection, good luck, and positive energy. The intricate designs and vibrant colors are believed to ward off evil spirits and bring blessings to the home. Each symbol and color on a Pysanky egg carries specific meanings, and these symbols are thought to bestow luck, health, and happiness upon those who possess or receive the eggs.

JUNE 2024

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Rooster's Charmed Dawn!

The rooster has strong symbolism and is deeply connected to prosperity. For centuries this animal has been associated with good fortune. This bird is connected to the sun and dawn. It is also a symbol of courage, pride and domination.

Prosperity

JULY 2024

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Worry Free

Whispering Worries Away: Guatemalan Magic!
Worry dolls, or "Muñeca quitapena," are small hand-made dolls from Guatemala. Share your worries with them, place them under your pillow, and enjoy peaceful sleep, unburdened.

AUGUST 2024

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15 Independence Day • 19 Raksha Bandhan • 26 Janmashtami

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Elephant Magic: Fortune at Your Doorstep!

Elephants symbolize strength, power, stability, and wisdom. Placing elephant statues facing the door invites good fortune and positivity, safeguarding homes and businesses in Asia from misfortunes.

Abundance

SEPTEMBER 2024

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7 Ganesh Chaturthi • 16 Id-e-Milad

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Good health

Pocketing Health : The next time you pass a fallen acorn on the ground, consider picking it up and slipping it into your pocket. According to English legend, these humble nuts are potent symbols of good luck, cherished as 'the fruit of the oak.' Carrying an acorn in your pocket is said to protect your health, making it a tradition that spans generations.

OCTOBER 2024

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2 Gandhi Jayanti • 12 Dussehra • 31 Diwali

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Gallop to Good Luck: The Charmed Tale of Dala Horses from Sweden! These intricately crafted wonders embody strength, wisdom, faithfulness, and dignity, making them powerful symbols of good luck from Sweden's Dalarna region.

wisdom

NOVEMBER 2024

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3 Bhai Duj • 15 Guru Nanak's Jayanti

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The Lucky Tradition: Eating 12 grapes at midnight on New Year's Eve, a tradition in Spain and Latin America, brings luck for each month ahead. One grape, one wish per stroke of midnight – a joyful way to start the new year.

Good fortune

DECEMBER 2024

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