

THE ALLURE OF COLOUR

HIGH-END DIAMOND JEWELLERY



*Jewellery has the power to be this one little thing that
can make you feel unique.*

THE ALLURE OF COLOUR

MARBLE AND DIAMOND JEWELLERY



04



The designs mainly circle around taking leaves as an inspiration, their structures being the most used as the basis for the design. Similarly, taking Graff as an inspiration, a range of convertible jewellery has to be developed. The motifs used by the parent brand has been taken as a palette of inspiration, considering how they move around the theme taking the structures of the flora.

A very classy yet bold look.

MOTIVE : To create a range of Fine Diamond and Gemstone jewellery which is not only luxurious but also very sturdy and colourful.

DESIGN CHARACTERISTICS : Something which looks very appealing and classy to the customers and depicts the strength and the lustre of the gemstones and metal.

PRODUCT CATEGORY : Earrings

TARGET MARKET : U.S. & Indian Market.

MATERIALS : Gold - 22kt, 18kt and 14kt , Round and Un-round/Fancy shaped lab grown Diamond, Swarovski , Pearls.

LOOK & STYLE : Elegant, sophisticated, flawless and charming.

PRICE RANGE : 50,000 to 10 lakhs (INR)





INSPIRATION



Convertible jewellery inspired by shapes of leaves.

The designs mainly circle around taking leaves as an inspiration, their structures being the most used as the basis for the design. Similarly, taking Graff as an inspiration, a range of convertible jewellery has to be developed. The motifs used by the parent brand has been taken as a palette of inspiration, considering how they move around the theme taking the structures of the flora.



MOOD BOARD



MATERIAL BOARD

CLIENT BOARD



DIAMONDS

22KT / 18KT /
14KT GOLD

SWAROVSKI /
GEMSTONES

Age- 25 to 40 years
Gender- Female
Economic level- Upper Middle Class Working Women
Income level- 40 lakhs to 50 lakhs (INR)
Demographics- Lives in metros and cities.
Reads broadsheets and country lifestyle magazines.
Shops at stores which are high end - owns an expensive taste.

The collection is developed to cater the aesthetic needs of young, bold and vibrant women who love to stepout of monotony. Beyond the whims of fashion, these designs have deceptive simplicity, perfect balance and proportion, and sensuous, feminine power.



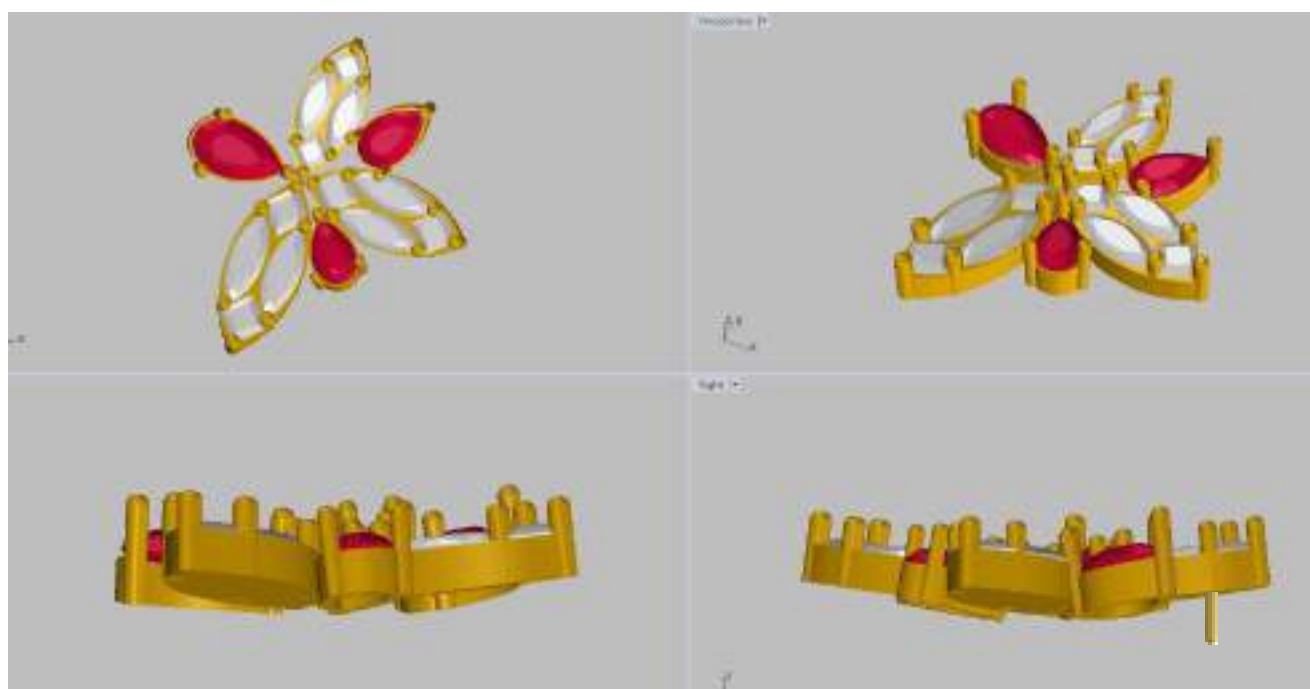
A variation of the Sapphire and Ruby Petal Studs



Ruby Petal Studs

Made using 18kt gold, diamonds and Rubies. Crafted in glistening hues of white gold. Shining brighter has never looked better !

The variation has diamonds, Sapphires and Rubies.



Rhino 7 file for the Ruby Petal Studs

DESIGN EXPLORATIONS AND CADS

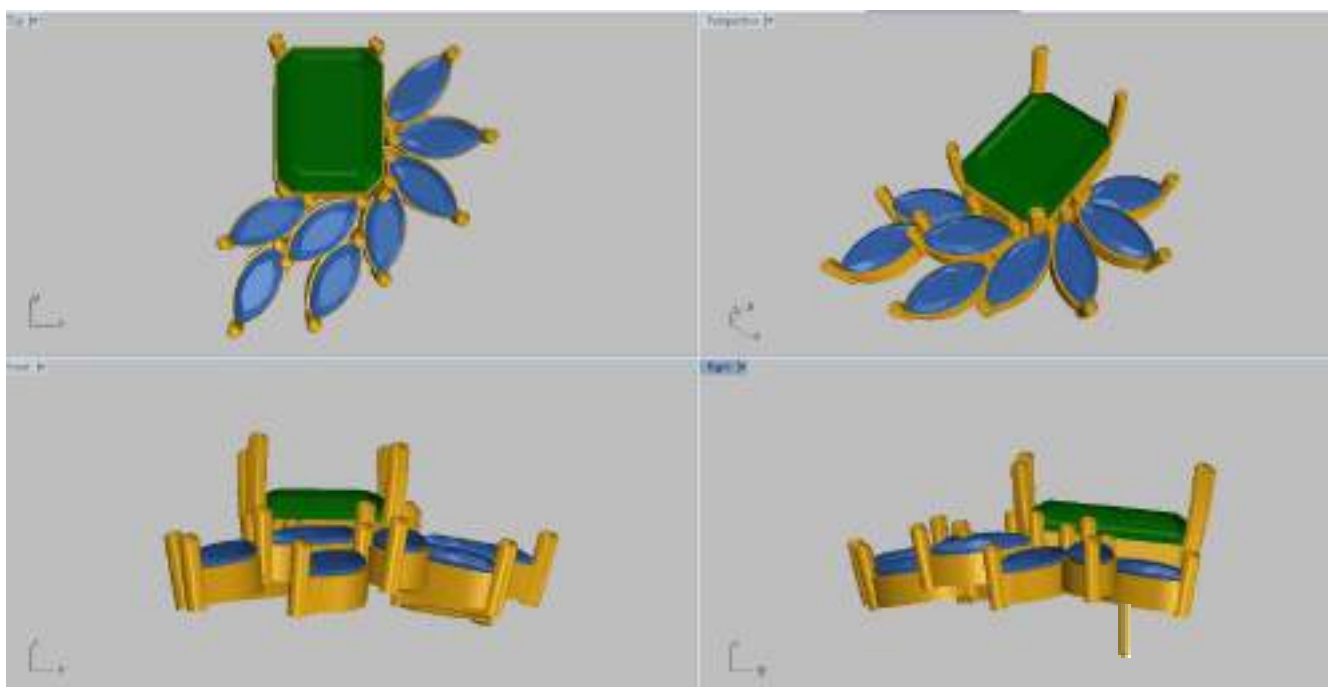


Asymmetric Studs

Made using 18kt gold, blue diamond and white diamonds.

Crafted in glistening hues of white gold, the inflorescence of the petals is adorned with 8 diamonds each!

A variation of this earring with blue diamonds has been created.



Rhino 7 file for the Asymmetric Studs

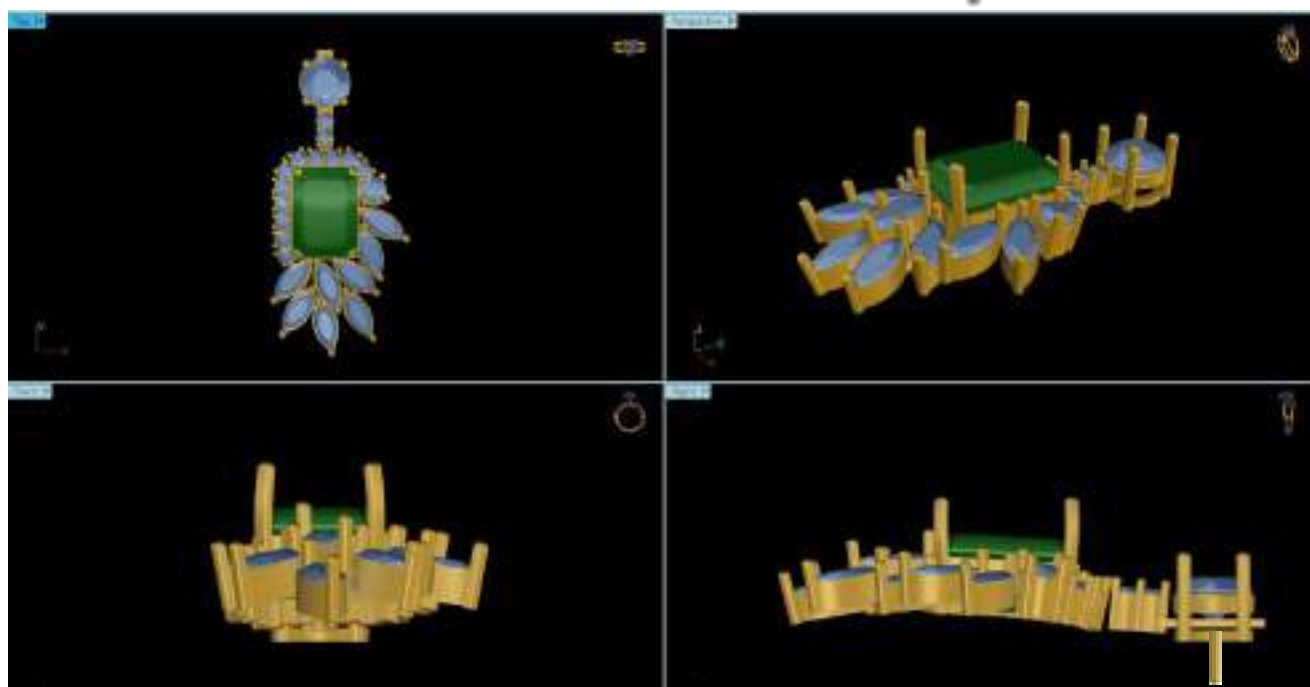


A variation of the Glamorous Emerald earrings

Glamorous Emerald Earrings

Made using 18kt gold, diamonds and Emeralds. Crafted in glistening hues of white gold, the inflorescence of the petals is adorned with 8 marquise each!

The solitaire is detachable, wherein the piece can also be used as a single solitaire or a complete long earring as shown here.



Rhino 7 file for the Glamorous Emerald Earring

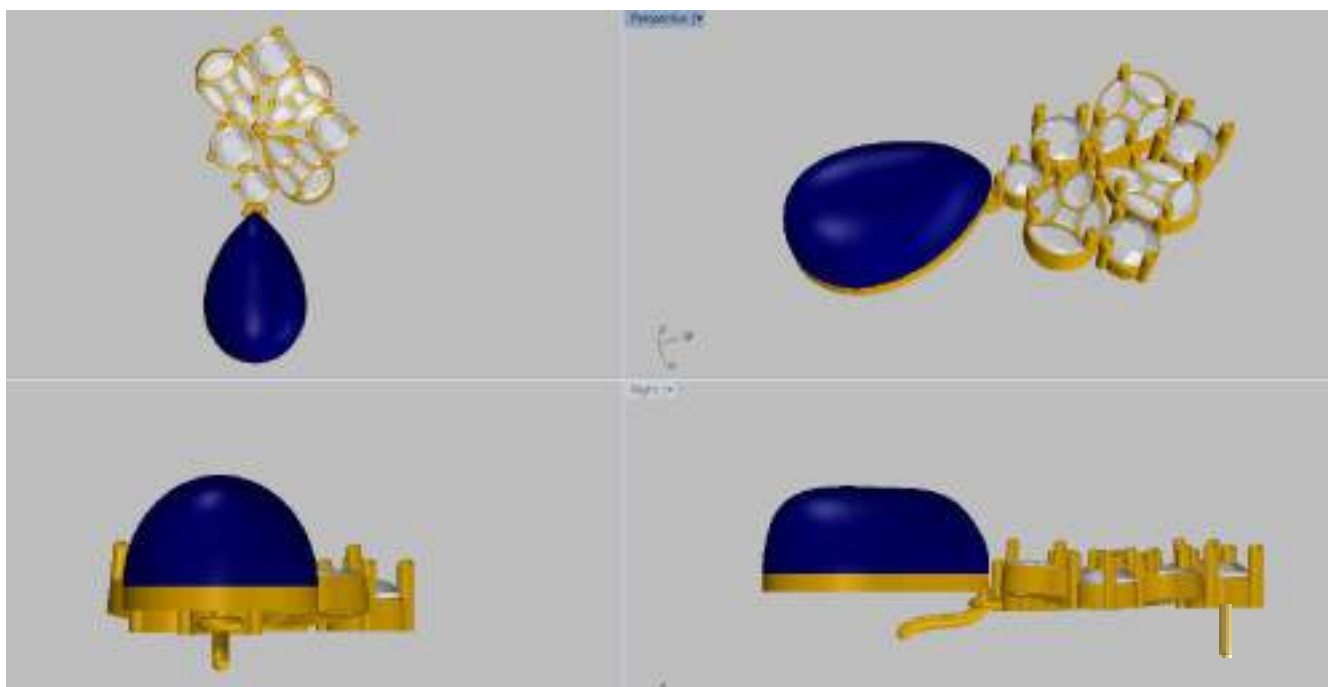
DESIGN EXPLORATIONS AND CADS



Connecting Petal Long Earrings

Made using 18kt gold, blue sapphire and diamonds.
The blue drop is detachable and the earring can be converted into a stud as shown above.

A variation of this earring with sapphires has been created .



Rhino 7 file for the Connecting Petal Long Earring



A variation of the Glamorous Emerald earrings.



Glamorous Emerald Earrings

Made using 18kt gold, diamonds and Emeralds.

The attached petals to the emerald resemble the beauty of autumn.. where the leaves fall of from the tree.

It can be made using emerald marquise also.



Rhino 7 file for the Glamorous Emerald Earring

DESIGN EXPLORATIONS AND CADS

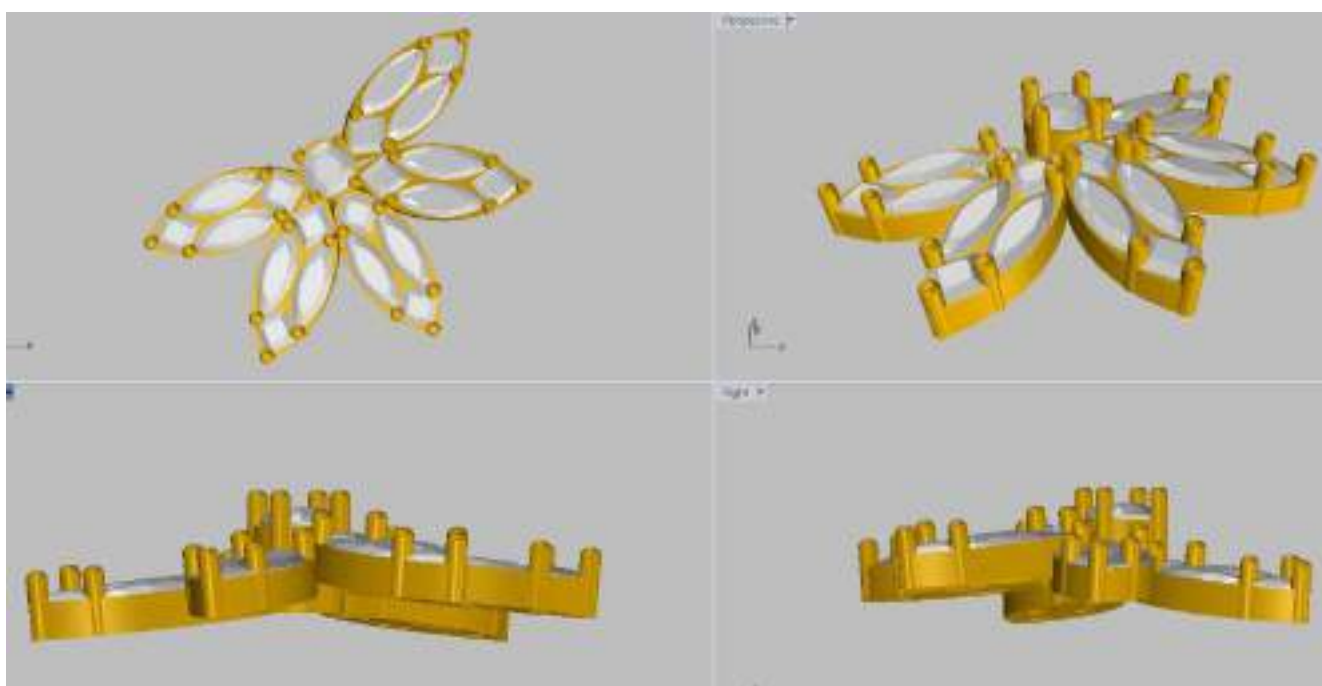


A variation of the Fractional Bloom Studs.



Fractional Bloom Studs

Made using 18kt gold and GHSI diamonds.
Watch them as they bloom into being your new favourite!
Cluster setting has been used to create the Marquise.



Rhino 7 file for the Fractional Bloom Studs



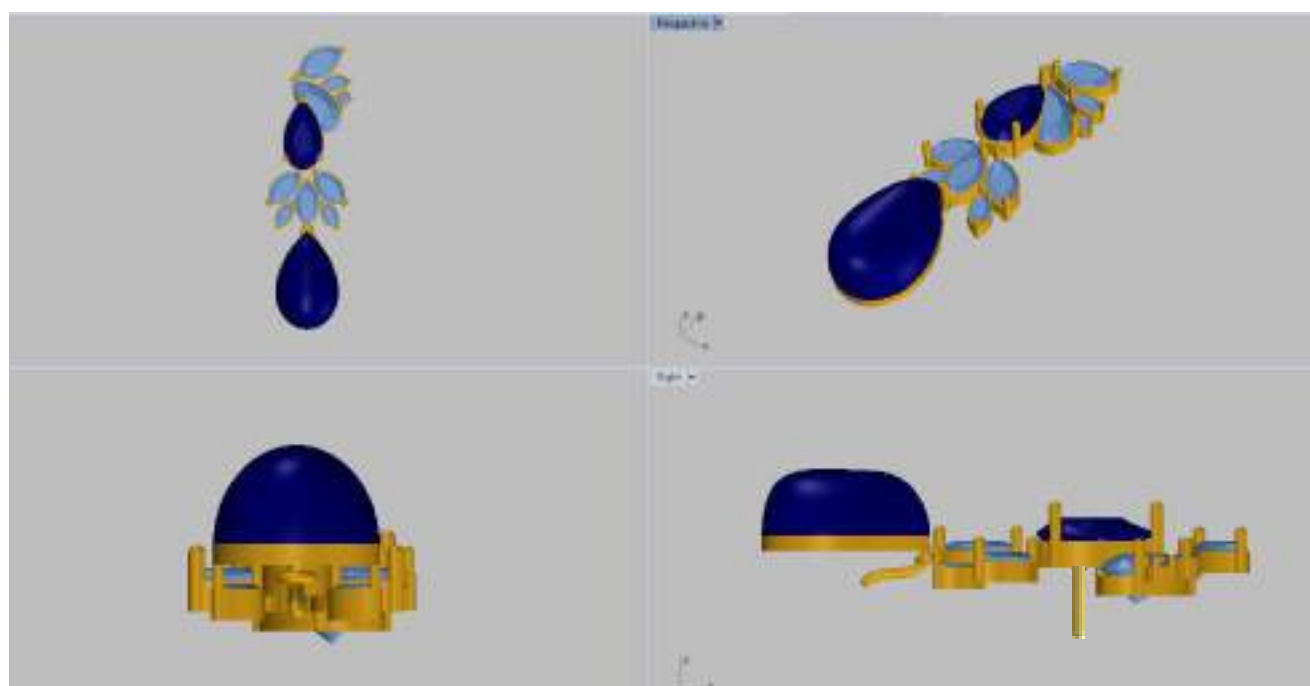
A variation of the Fancy Long Earrings



Fancy Long Earrings

Made using 18kt gold , Blue Sapphire and diamonds.

A variation of this earring with sapphires has been created .



Rhino 7 file for the Fancy Long Earrings

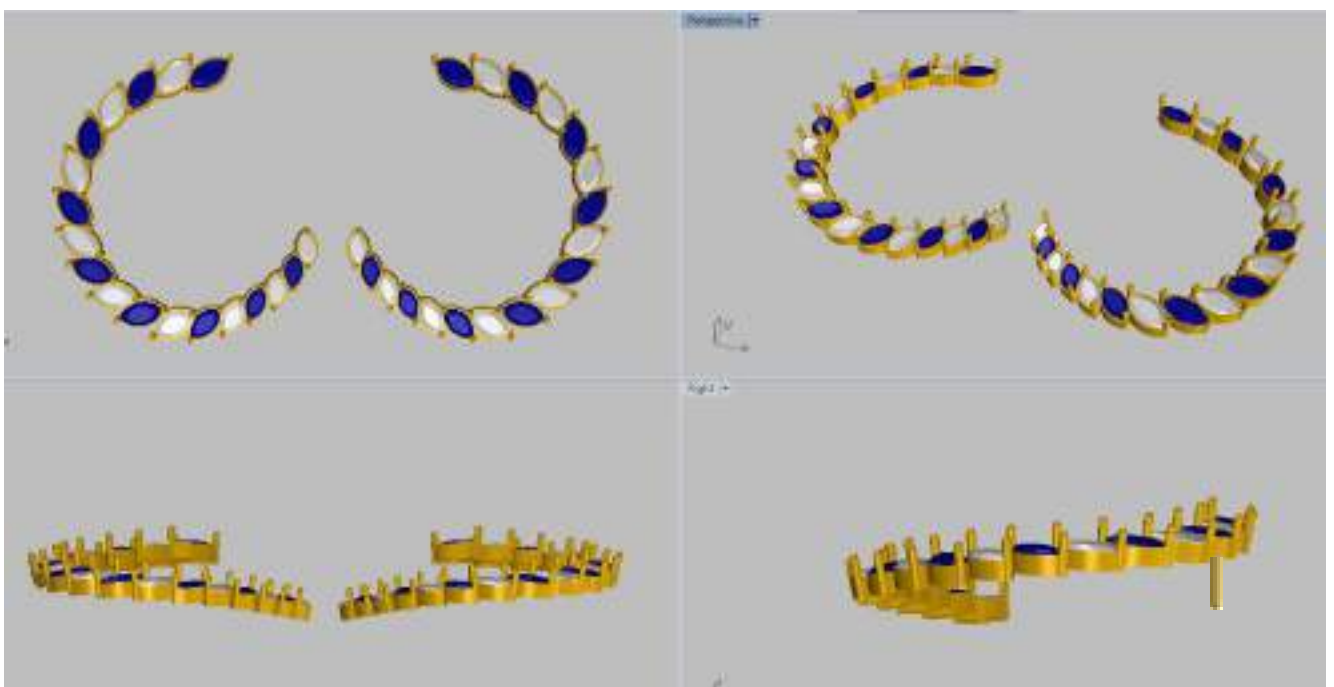
DESIGN EXPLORATIONS AND CADS



Exclusive Diamond semicut Hoops

Made using 18kt gold and diamonds .

A variation of this earring with sapphires has been created .



Rhino 7 file for the Connecting Petal Long Earring



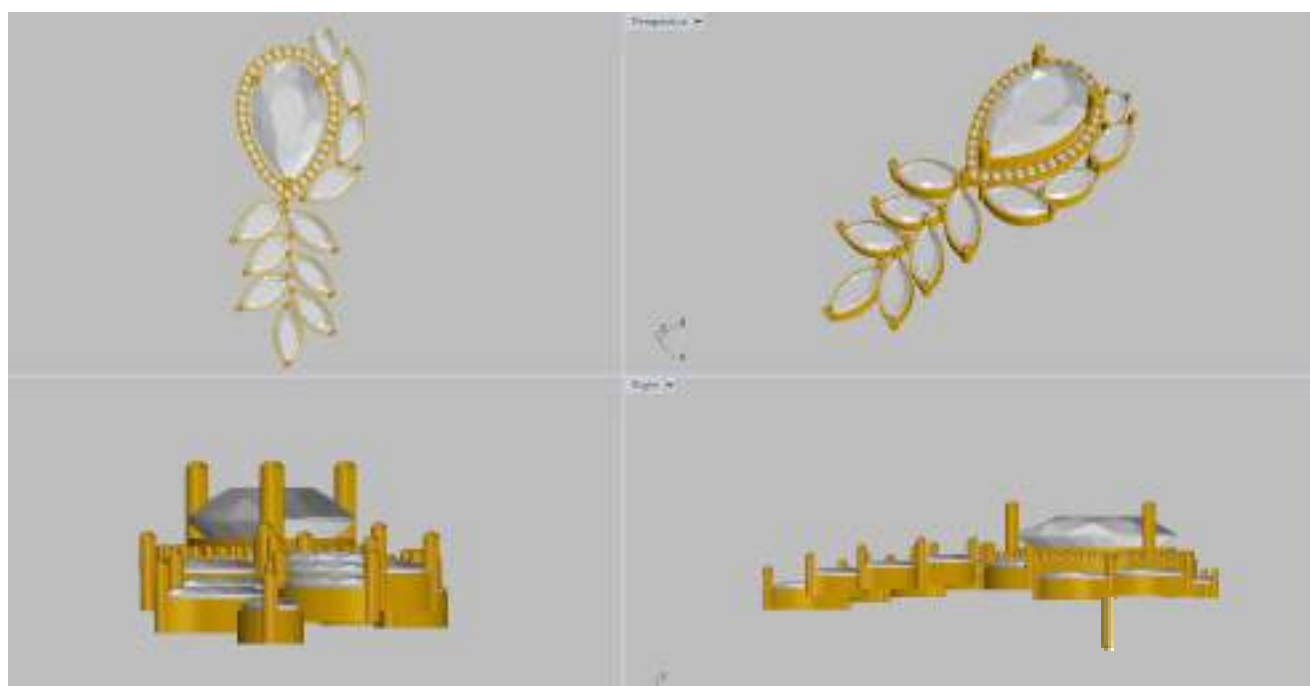
A variation of the fractional bloom long earring



Fractional Bloom Long Earrings

Made using 18kt gold, GH-SI diamonds and yellow sapphire. Watch them as they bloom into being your new favourite!

The pear shaped diamond is detachable, wherein the piece can also be used as a stud earring with the halo around it or as a complete long earring as shown here.



Rhino 7 file for the Fractional Bloom Long Earrings

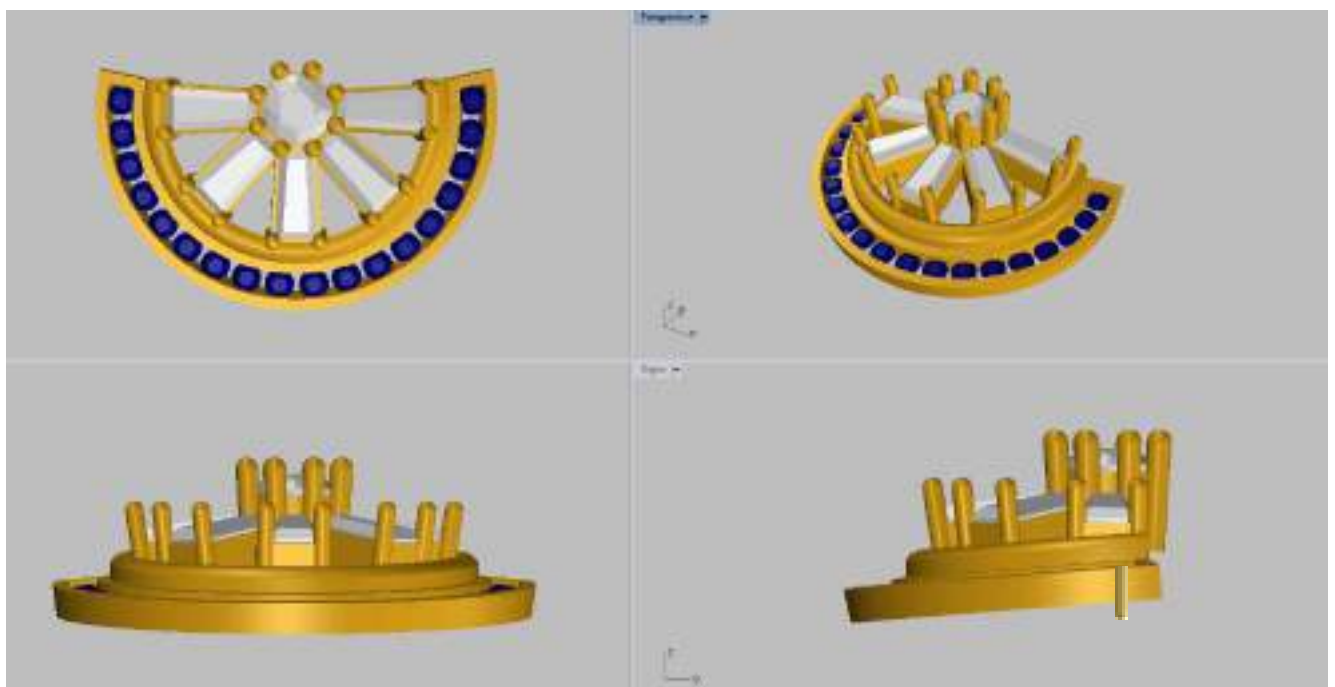
DESIGN EXPLORATIONS AND CADS



Connecting Petal Studs

Made using 18kt gold, blue sapphire and diamonds.
Crafted in glistening hues of white gold, the inflorescence of the petals is surrounded by 18 diamonds or sapphires.

two more variation of this earring with sapphires have been created .



Rhino 7 file for the Connecting Petal Studs