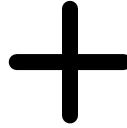


new-age
GOLD
jewellery



guide

PROF. PURBA JOSHI

VINOD LOUIS JOSEPH SWAMY

176130013

IDC



functional

marker of social & personal status

signifier of ethnic, religious or social affiliation

artistic display

symbol of personal meaning



india



"The desire for gold is the most universal and deeply rooted instinct of the human race."

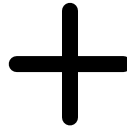
Gerald M. Loeb

auspicious gifts

status symbol

investment

GOLD vs.



silver
copper
brass

resistant to corrosion & tarnish

heavy

soft – malleable & ductile

conductor of heat & electricity

GOLD purity

+

k

24k

karatage

22k

18k

14k

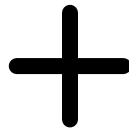
91.65% purity

10.00% Fin. OZ

BIS HALL MARK

coins & bars, electronic gold jewellery

GOLD pricing



gold coin: 1 gram – 24KT - ₹3,679*

1 gram – 22KT - ₹3,372*

gold pendant: 1 gram+ - 14KT - ₹2,000 onwards*

gold ring & earring: 1 gram+ - 14KT - ₹2,500 onwards*

gold bangle: 4 grams+ – 14KT - ₹9,500 onwards*

gold chain: 3 grams+ – 22KT - ₹11,500 onwards*

*as on 26.08.2018
inclusive of making & wastage charges

GOLD colour

+

yellow gold

rose gold

white gold

dual tone

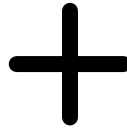
alloy – Ni, Pd
rhodium plating

similarities to sterling silver & stainless steel
plating subject to wear, rubbing
colour change over time



GOLD

jewellery



solid gold jewellery

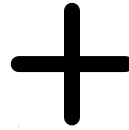
hollow gold jewellery

gold plated jewellery

gold filled jewellery

cheapest
brass & copper
subject to tarnish
cheap & lightweight
no quality mark

**indian urban women
user**



large market segment

tech-savvy

variety in attire

up-to-date with fashion trends

affordance & purchasing power

desire for luxury products

financially independent

new-age

reimagining
traditional forms

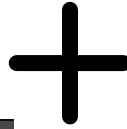


celestial & mystical forms

animal, bird & mythological forms

nature & floral forms

new-age
exploring
new materials



appropriating traditional materials
introducing cutting-edge materials



titanium



resin



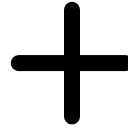
stainless steel



leather

mix 'n' match
precious & commonplace

new-age incorporating wearable technology



smart jewelry
headset



smart
sports watch



head-mounted
display (HMD)



smart watch

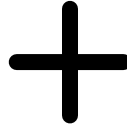
are available before the best-selling one and
exchange product at a lower price

appeal to tech-savvy target group
add functionality

new-age

incorporating

wearable technology



cassette player

compact disc player

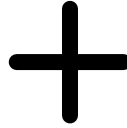
mp3 player

iPod

bluetooth headset

bluetooth earbuds

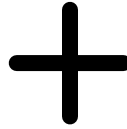
new-age
incorporating
wearable technology



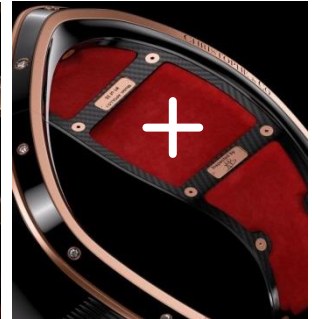
brands with common customer base
access to tech & jewellery retailing links
buy-back assurance

new-age

case study **Armill, Christophe & Co.**

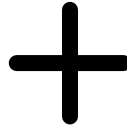


deep, dark, dramatic, stones, leather
polished, fine, engraved, light, soft



new-age

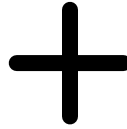
case study **Leaf, Bellabeat**



Goal: create a fitness tracker that is designed to be used with phone

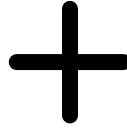


design statement



**to design a range of new-age jewellery pieces in
gold for urban woman in india.**

design brief comfort
everyday usage



familiar to use & wear

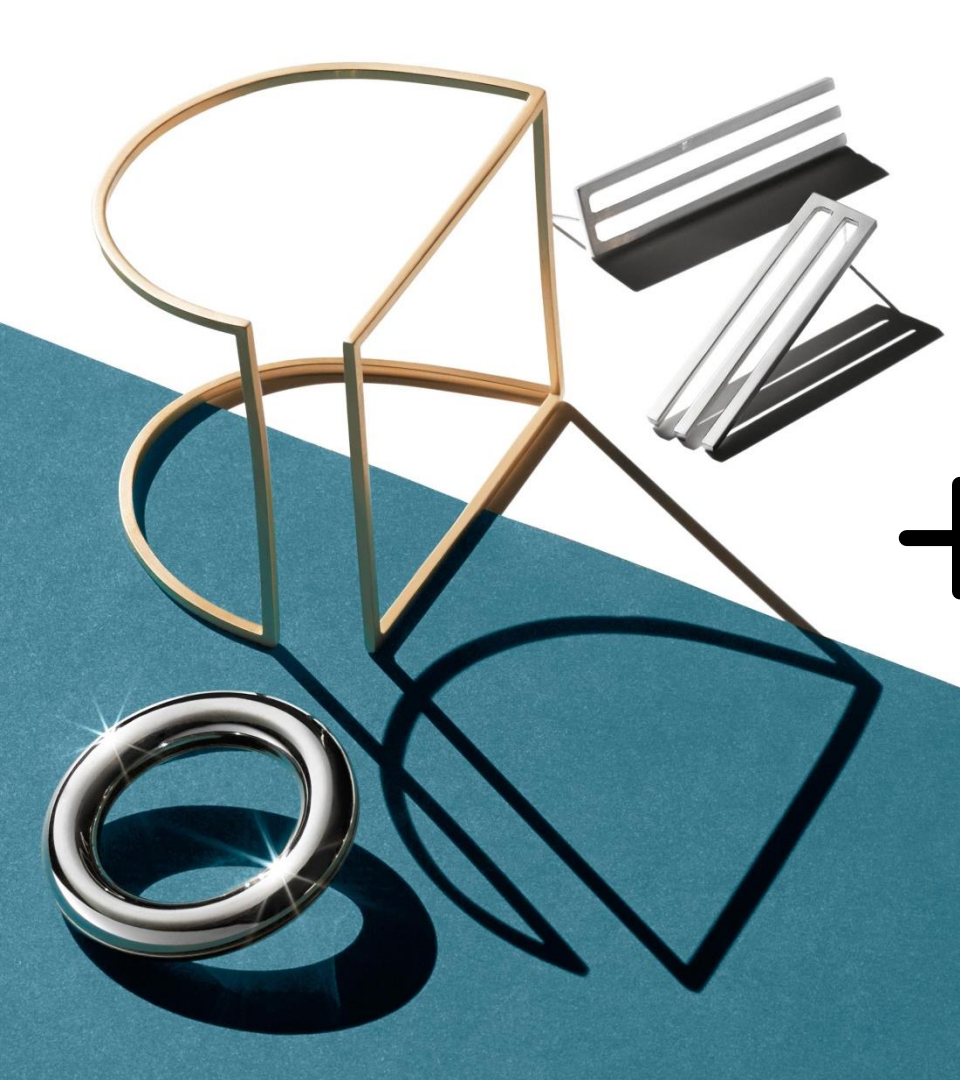
lightweight

upgrading tech

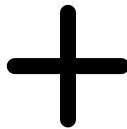
water-proof casing

luxury product

3 piece range



swarovski – jewelry trend study 2019



extreme extravaganza
self-expressive statements
handcrafted nature
sleek simplicity

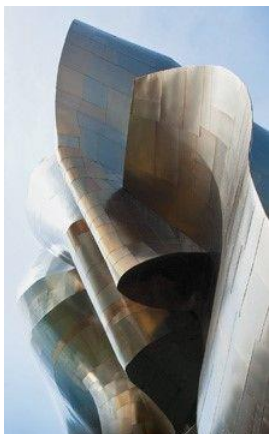
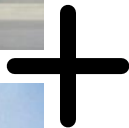
trending
+
maxi minimalism }
feelables }
interlinked geometries }
kinetic art }
extravagant lines }
reflections }

sleek simplicity





extravagant lines
reflections

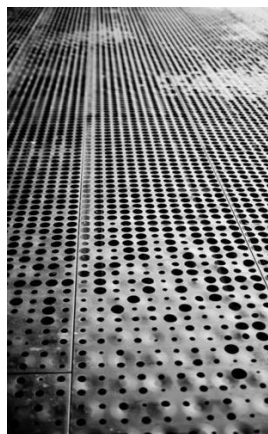


dynamic
expressive
fluid
polished
rhythm
sculptural

mood board



interlinked geometries
kinetic art



balance
delicate
light
minimal
precise
repetitive

mood board



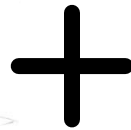
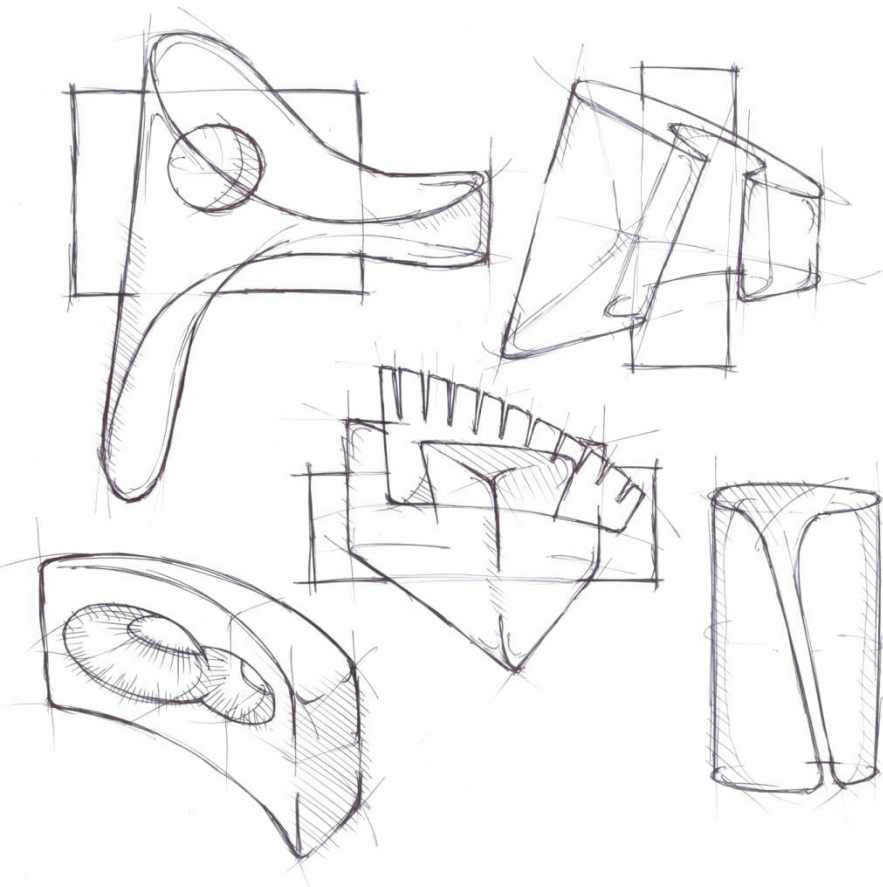
maxi minimalism
feelables



bulky
contrast
layered
monolithic
organic
transparency

mood board





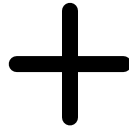
form sensitization

dynamic & sculptural forms

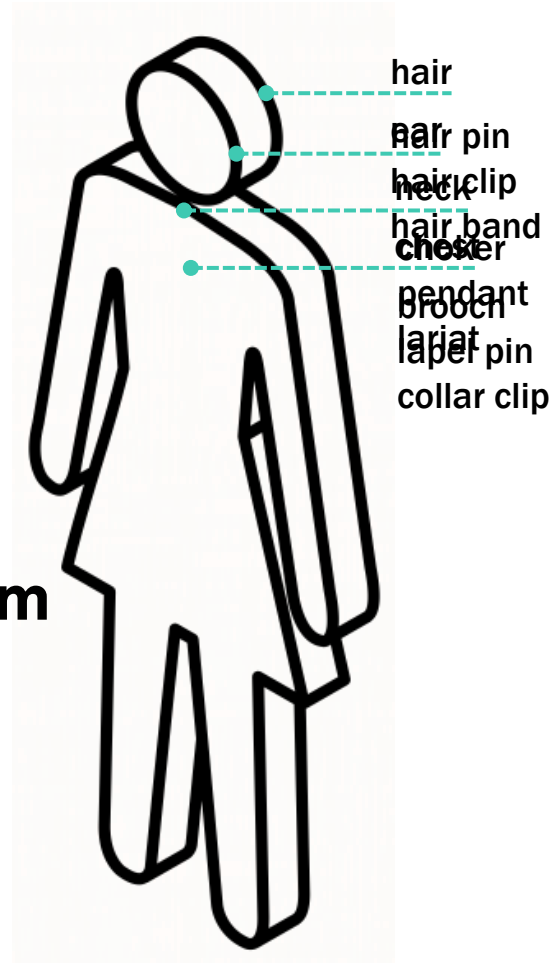
repetition & intersection of platonic solids

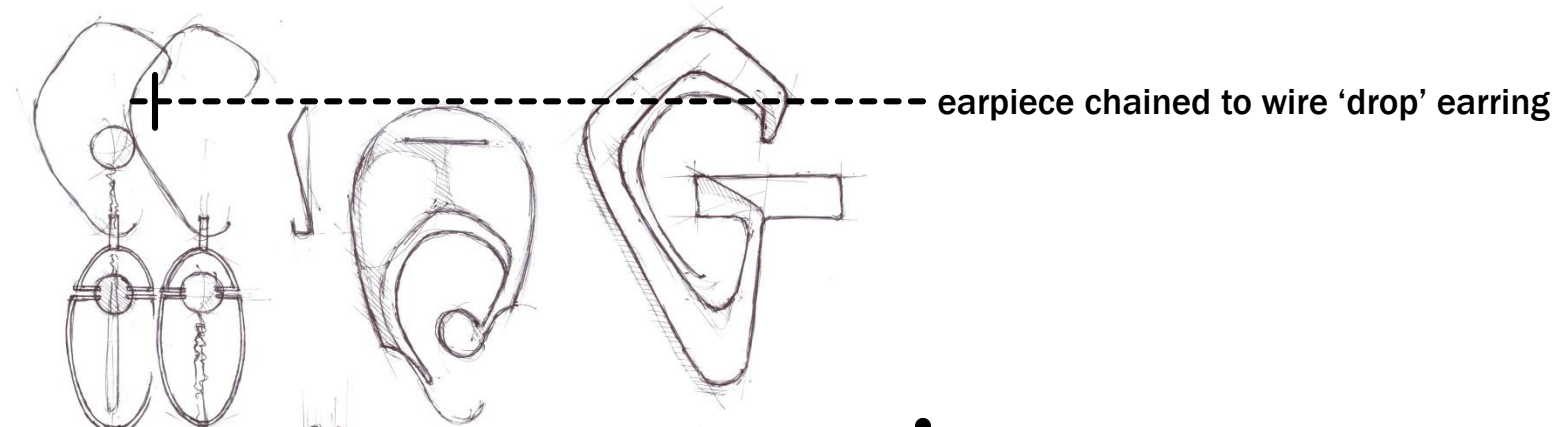
monolithic & bulky forms

wearables

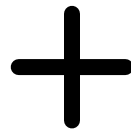
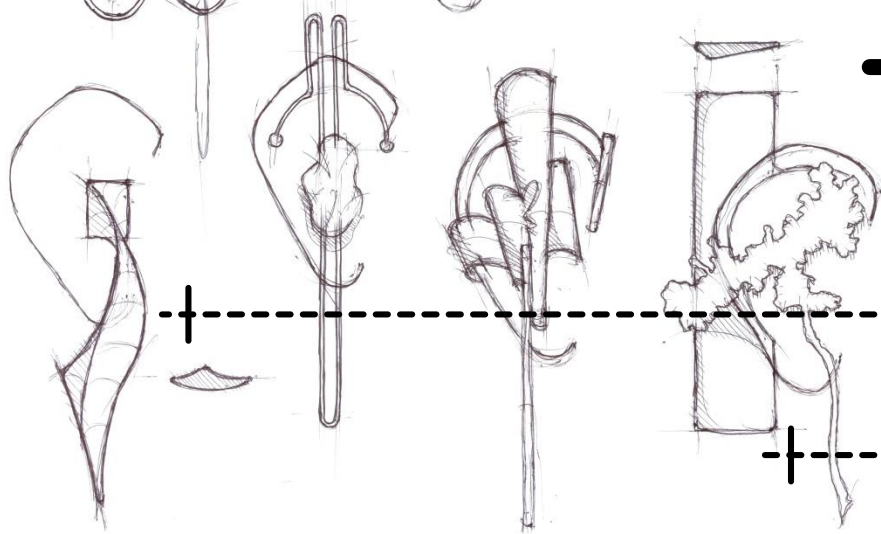


form





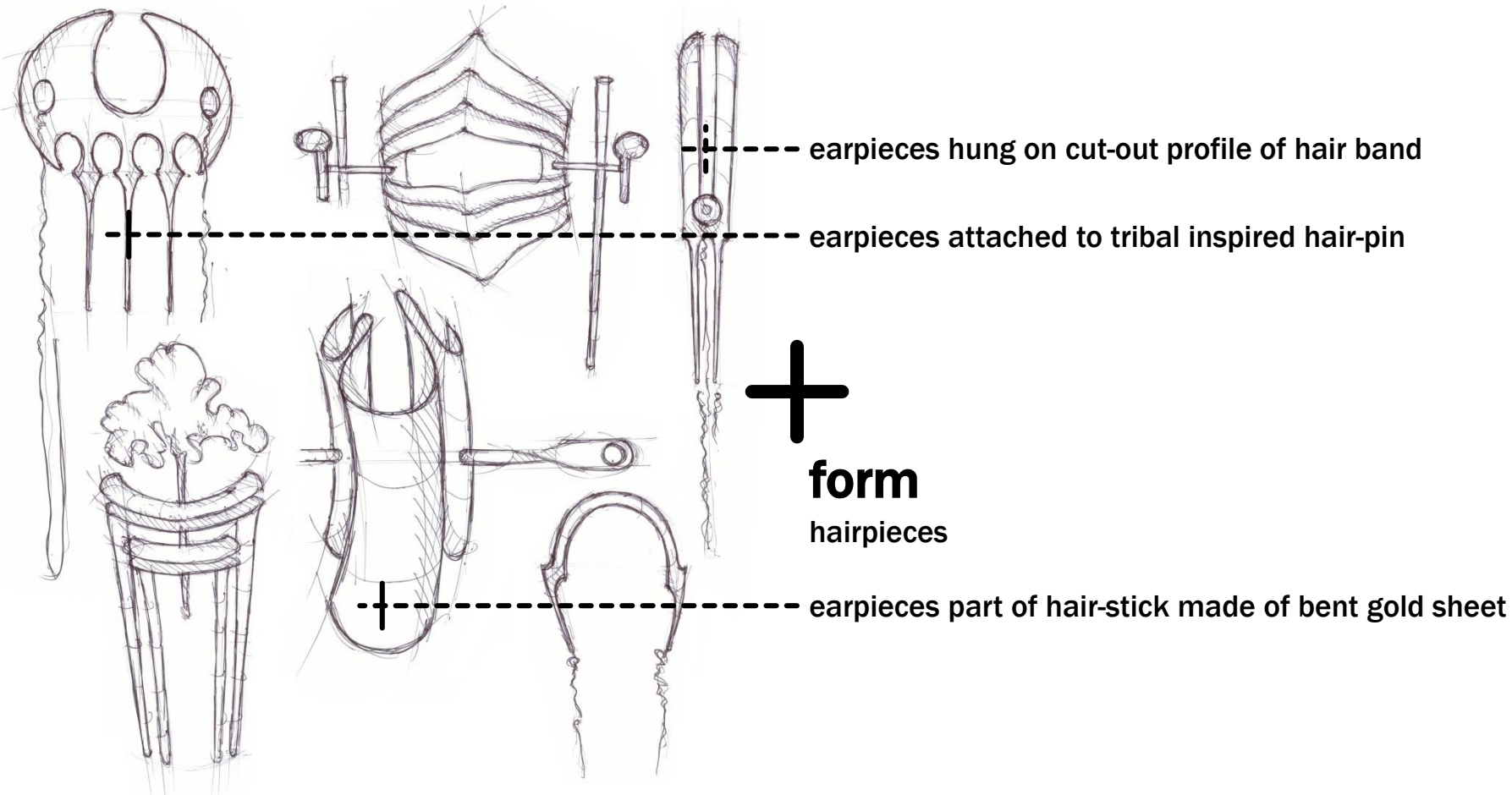
earpiece chained to wire 'drop' earring



form
earpieces

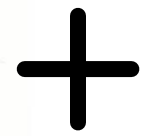
earpiece with sculpted ornamentation

earpiece hidden by over-ear floral motif



earpieces hung on cut-out profile of hair band

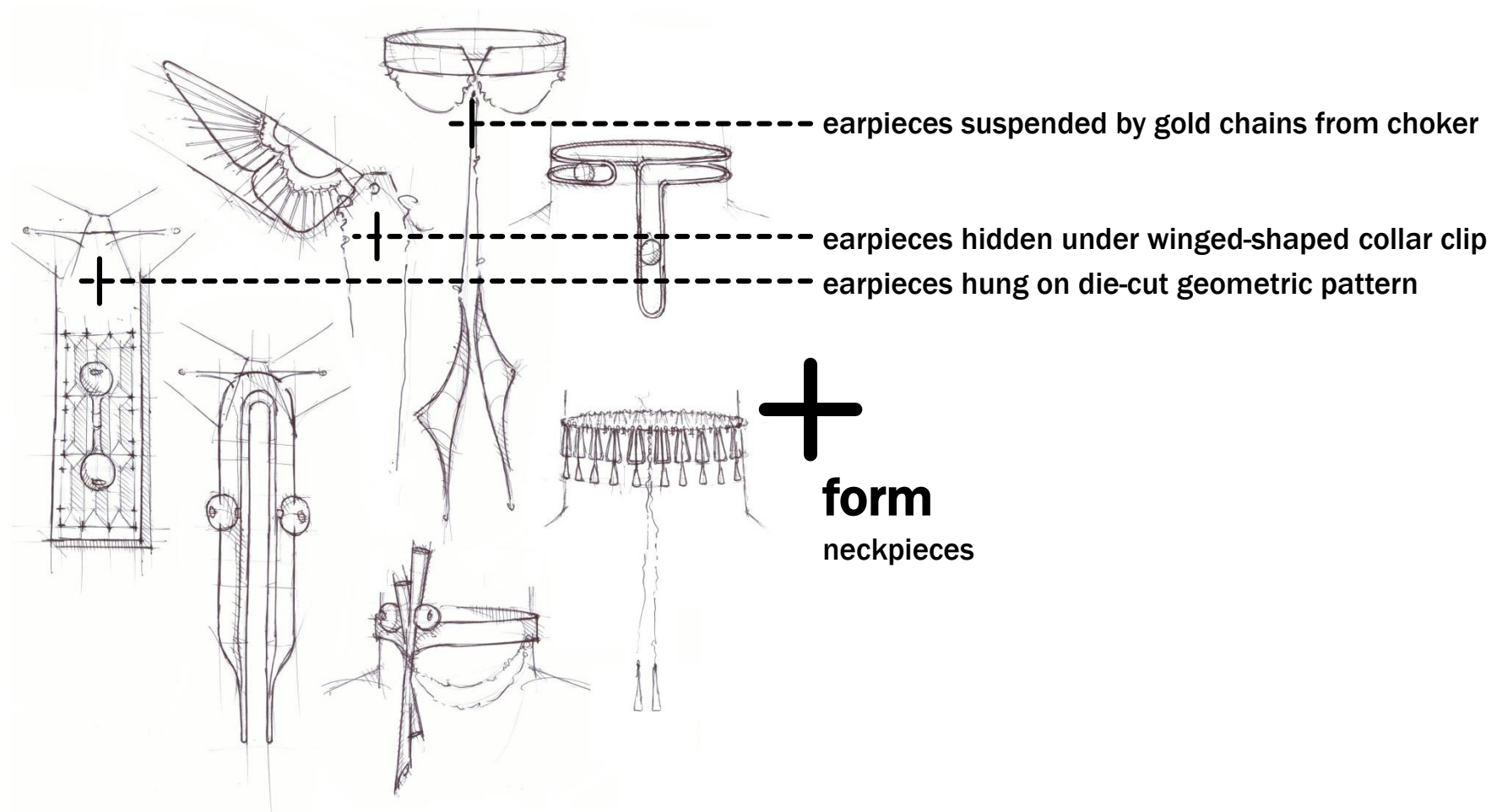
earpieces attached to tribal inspired hair-pin



form

hairpieces

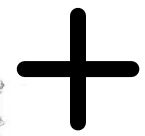
earpieces part of hair-stick made of bent gold sheet



earpieces suspended by gold chains from choker

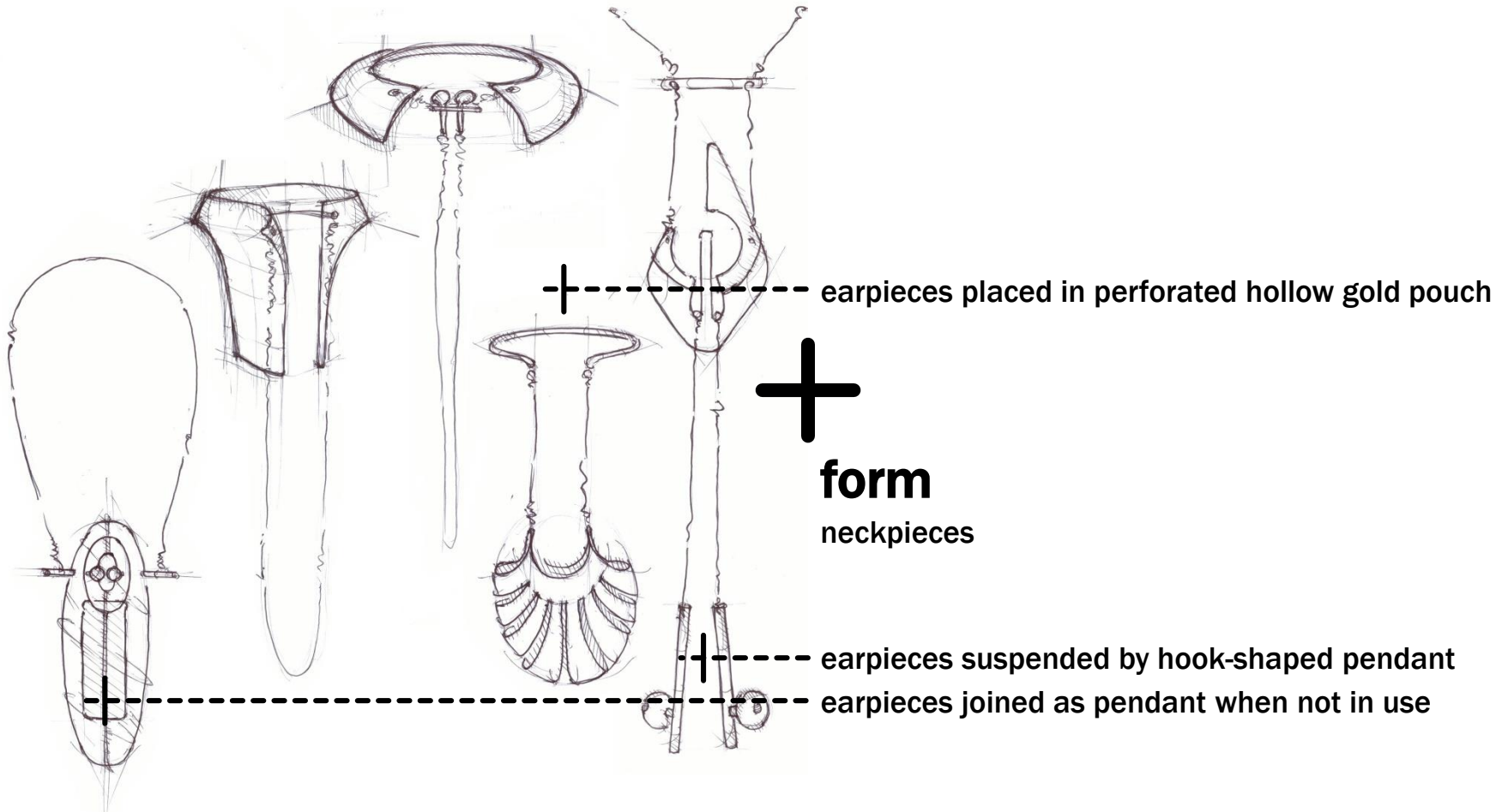
earpieces hidden under winged-shaped collar clip

earpieces hung on die-cut geometric pattern



form

neckpieces

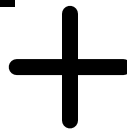




everyday wearable

ear-wear: 21/25

novelty of form



form & language

universal

sample size: 25

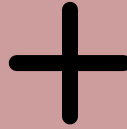
elegant

age group: 20-40

visually light

neckpiece
collar piece
brooch

initial concept

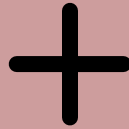


- hollow sections - lightweight
- larger sections – define form & allow for attachments
- smaller sections – add strength for everyday use
 - ‘airy’ to suit climate
 - add pattern and intricacy
- rose gold – feminine & trendier



joinery detail

initial concept



folded circular plate

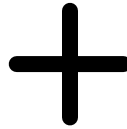
hollow sections

hand-beaten polished yellow gold sheet



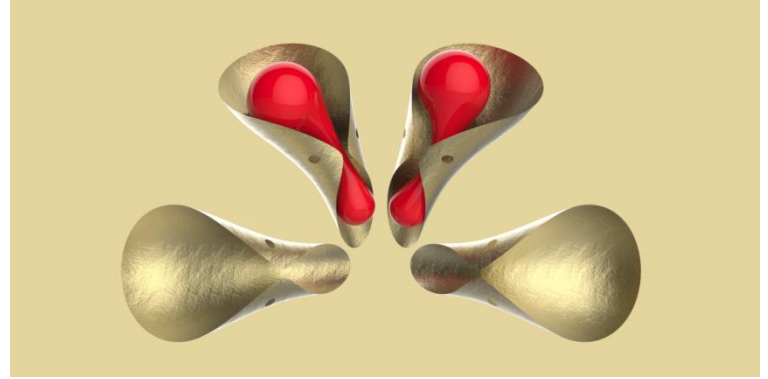
joinery detail

initial concept

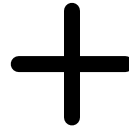


die-cut hammered gold sheet as holder

arrangement of holders evoking semantic associations



initial concept



wearability

earpieces – not a glorified feature

lack of intricacy

evaluation

unisex appeal

semantics of form

amount of Gold – weight & cost

size & proportion

manufacturing process & techniques

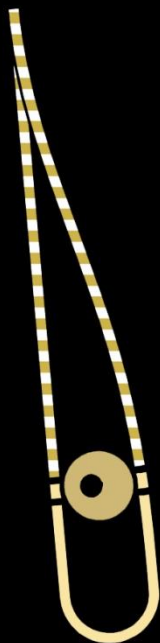


final concept
+
inspiration

kerala sari

'mangaai'/'mankolam'

rose bud



+



apparent forms while wearing

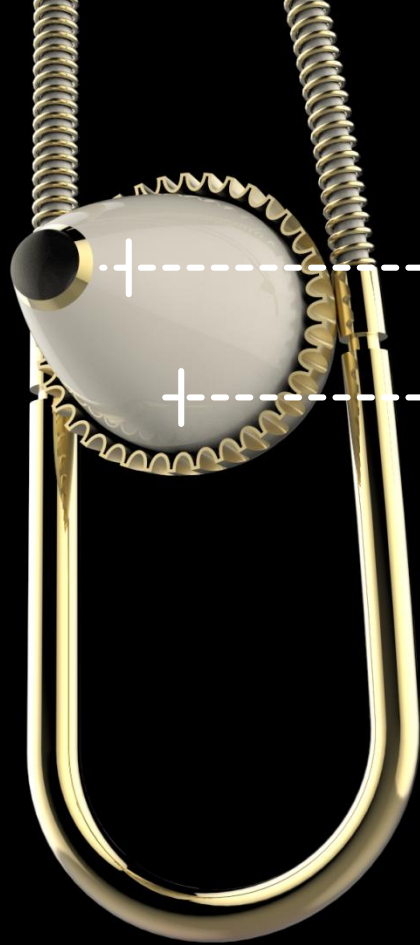


amount of gold: 9g

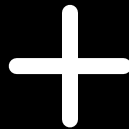
slip-on

neckpiece





front & side elevation

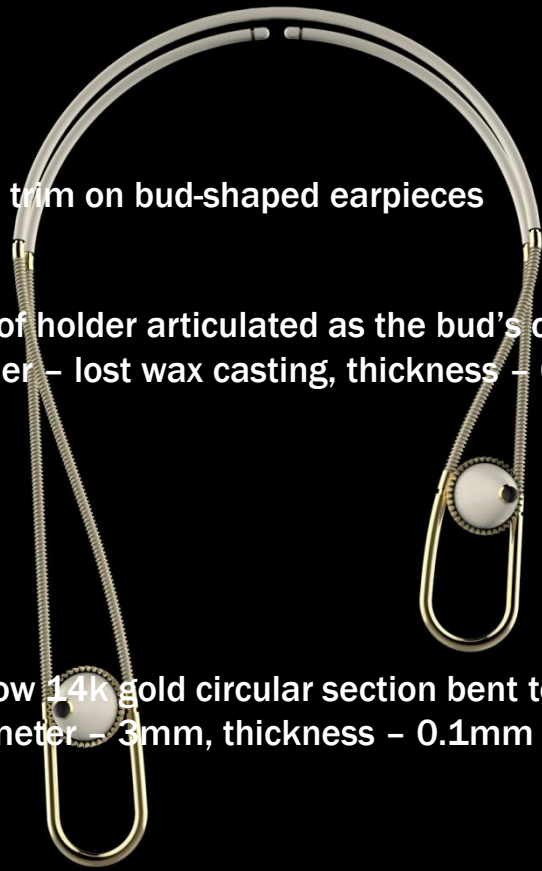


slip-on
neckpiece

gold trim on bud-shaped earpieces

rim of holder articulated as the bud's calyx
holder – lost wax casting, thickness – 0.5mm

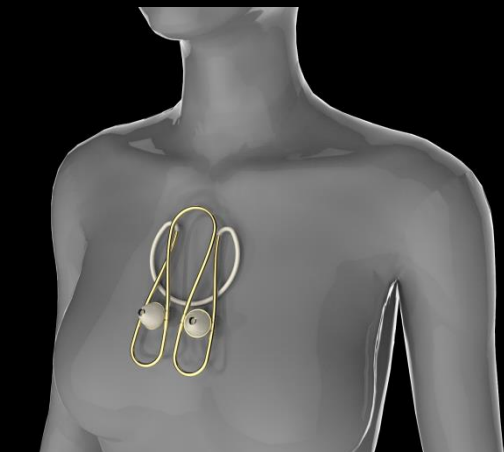
hollow 14k gold circular section bent to shape
diameter – 3mm, thickness – 0.1mm



130mm



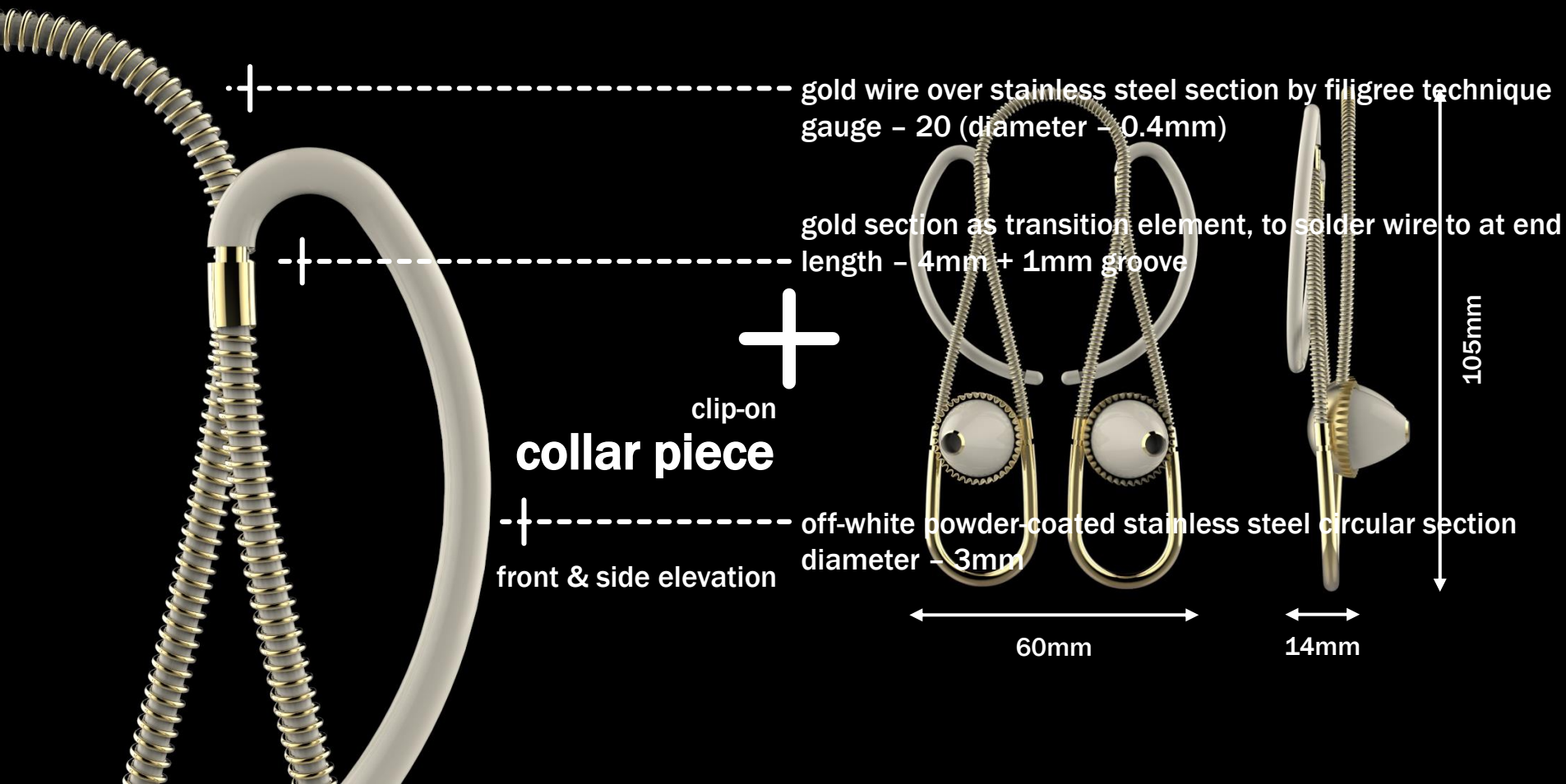
12mm

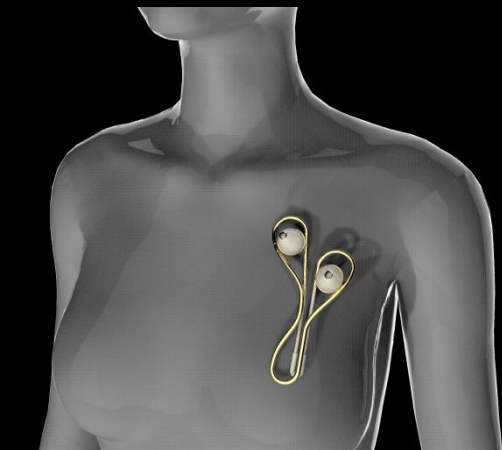


amount of gold: 8g

clip-on
collar piece



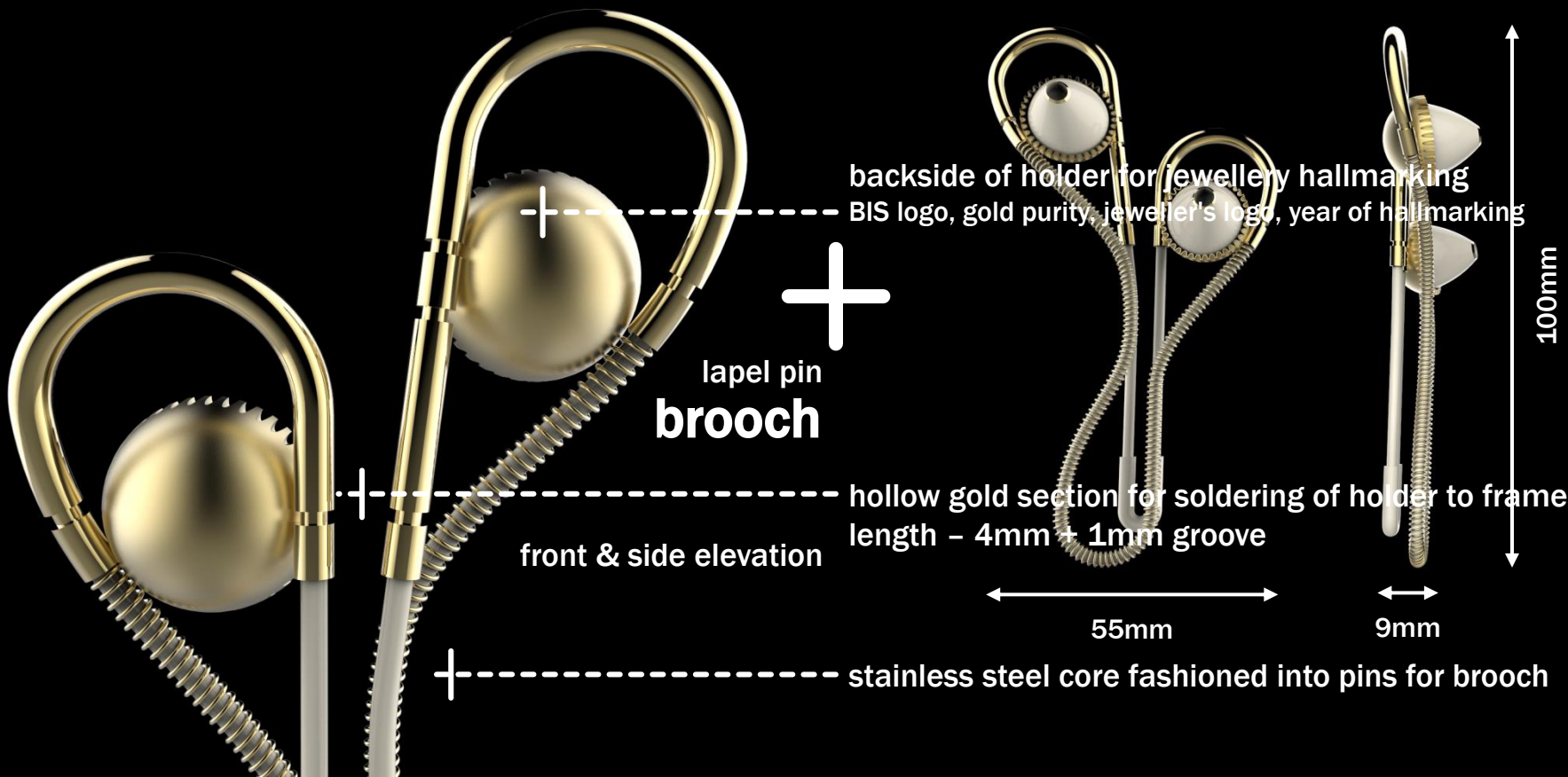




amount of gold: 6g

lapel pin
brooch





backside of holder for jewellery hallmarking
BIS logo, gold purity, jeweller's logo, year of hallmarking

lapel pin
brooch

hollow gold section for soldering of holder to frame
length - 4mm + 1mm groove

front & side elevation

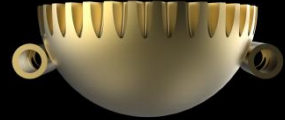
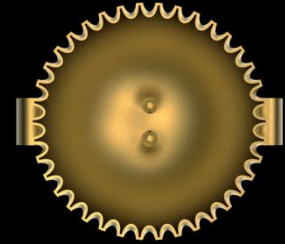
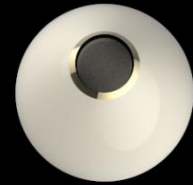
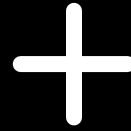
stainless steel core fashioned into pins for brooch

55mm

9mm

100mm

earpiece & holder



*all dimensions in mm

muted/subtle
off-white & yellow gold variant



belle de jour
the collection

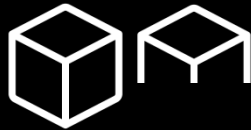
'woman of the day'
'everyday beauty'



rich/grand
black & yellow gold variant

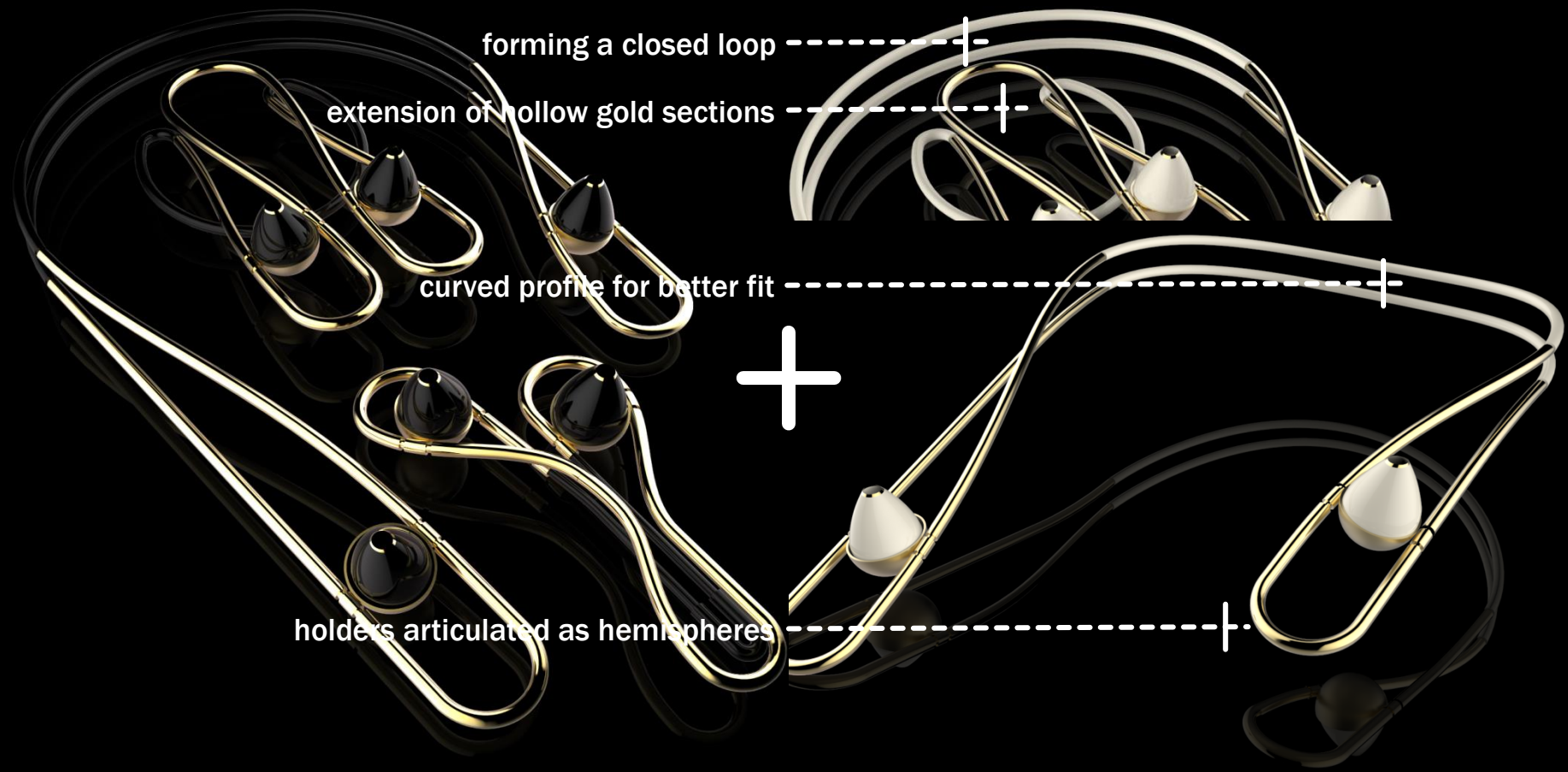


belle de jour
the collection
1cc 0.5cc



amount of gold: 23g





forming a closed loop -----|

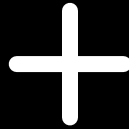
extension of hollow gold sections -----|

curved profile for better fit -----|

+

holders articulated as hemispheres -----|

learnings



decorative form & ornamentation

'jewellery-ness'

trend mapping

wearables

material – properties & constraints

