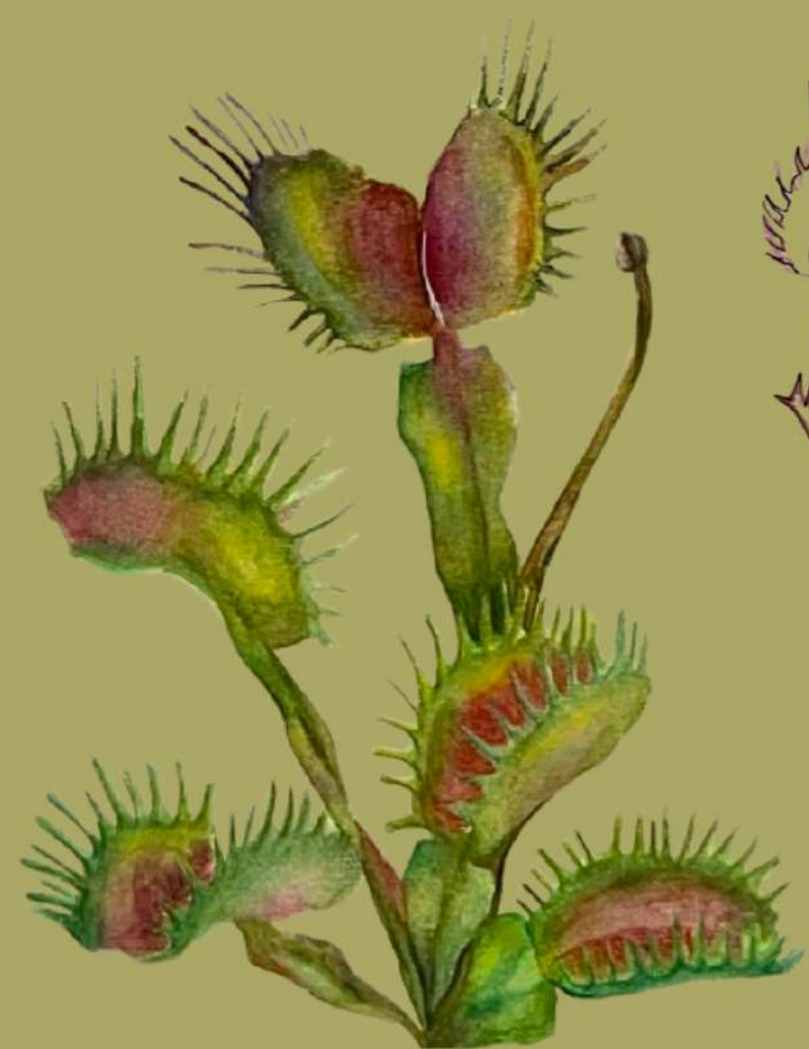


FINAL BRIEF

Taking “Wild Wonders” as the theme, provided to us, and designing a precious jewellery piece that captures the raw beauty and elegance of nature. This piece, crafted primarily with gold and diamonds, will explore the organic shapes and forms found in nature

“trap of grace”



VENUS
FLYTRAP

Client Board

The target audience for this two-way jewelry collection values luxury, versatility, and exclusivity. These women appreciate fine craftsmanship and pieces that seamlessly transition from day to night, whether worn as a mid-length necklace or as a choker, showcasing both white and coloured diamonds..

DEMOGRAPHICS

Age: 28-45

Gender: Female

Income: Upper-middle class to high net worth

Location: Urban and affluent global cities

Occupation: Corporate executives, entrepreneurs, celebrities, influencers, and fashion-forward professionals

Style: Sophisticated women seeking versatile, high-end jewelry for both everyday luxury and special occasions



COLOUR, MATERIAL, FINISH

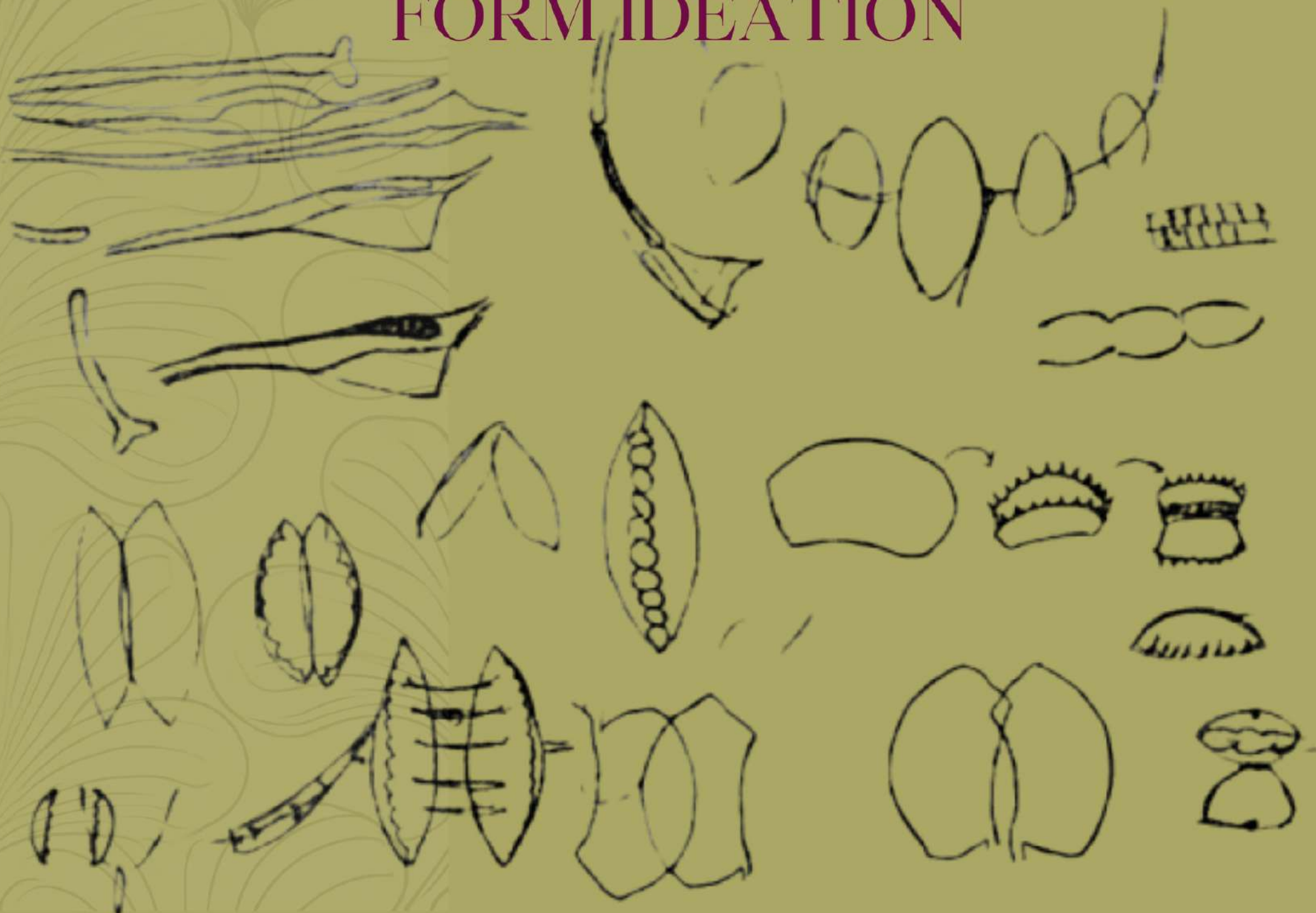


MATERIAL- 18k Gold, White, pink and green lab grown diamonds

COLOUR- gold, pink, white

FINISH- A polished, lustrous finish on the gold to highlight the rich warmth of 18k gold. The diamonds are set in a prong setting to enhance their brilliance and clarity, with the pink diamonds adding a soft, warm contrast to the crisp brilliance of the white diamonds

FORM IDEATION



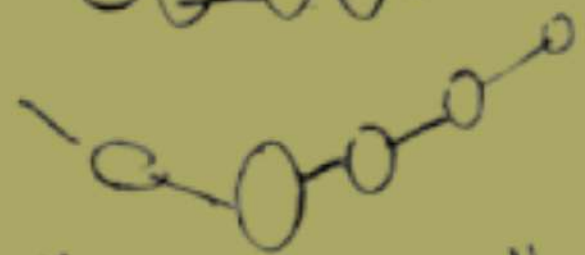
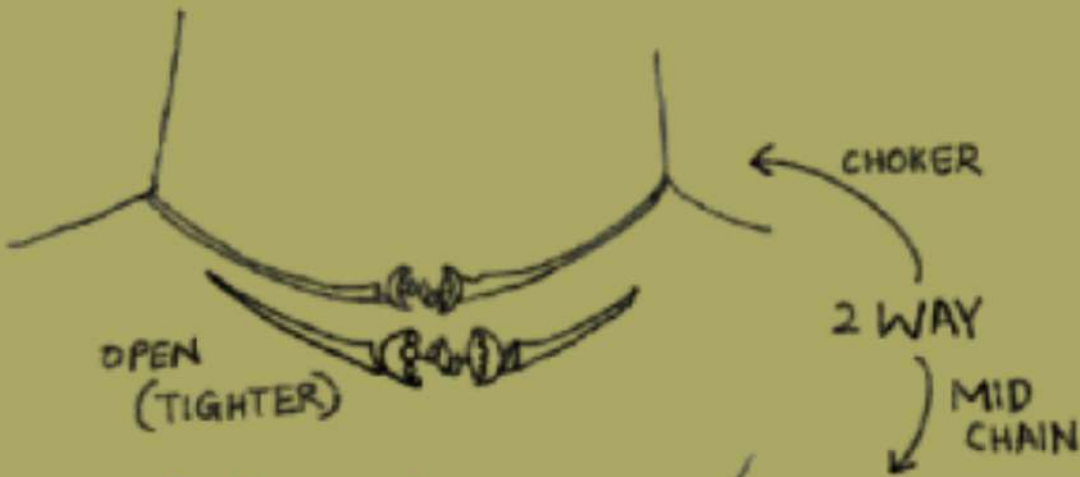


Fig. 2-10-6

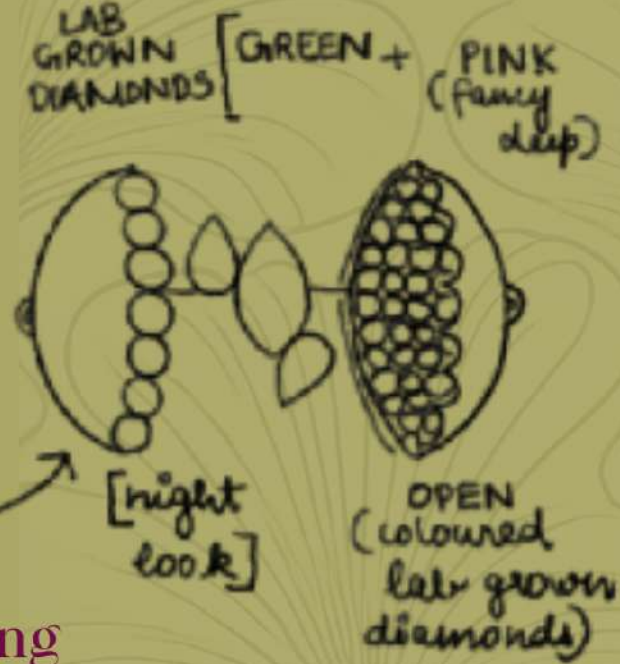
FINAL DESIGN



way 1 of wearing
the neckpiece
CHOKER
Night look- coloured
diamonds



Way 2 of wearing
the neckpiece Day look- white and
MID-CHAIN gold



THE PROCESS





SPECIFICATIONS

clasp inspired from
the form of the
Venus fly trap,

GOLD- 18k (smooth finish)- 14
grams

DIAMONDS

Size (mm)	Carats	No. of Stones
3.0	0.11	3
2.5	0.06	2
2.0	0.03	2
1.7	0.02	205 (42 white, rest pink)

Round diamonds

Size (mm)	Carats	No. of Stones
9x4.5	0.75	1
5x3	0.25	2

Marquise
Pear

Total carats - 5.86

Total weight of the jewellery- 15.172
grams

0.2 cm

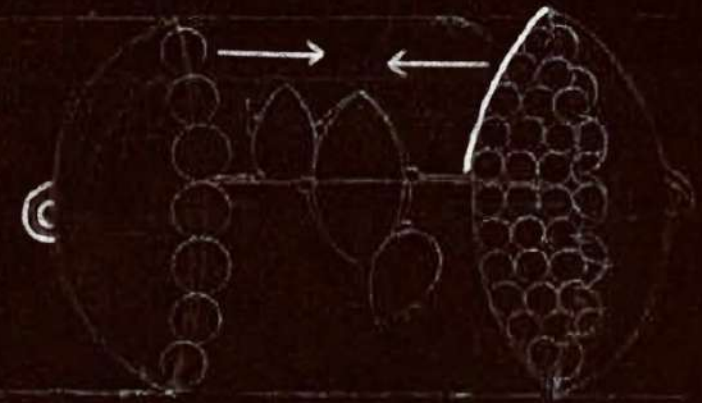
15cm

0.5cm

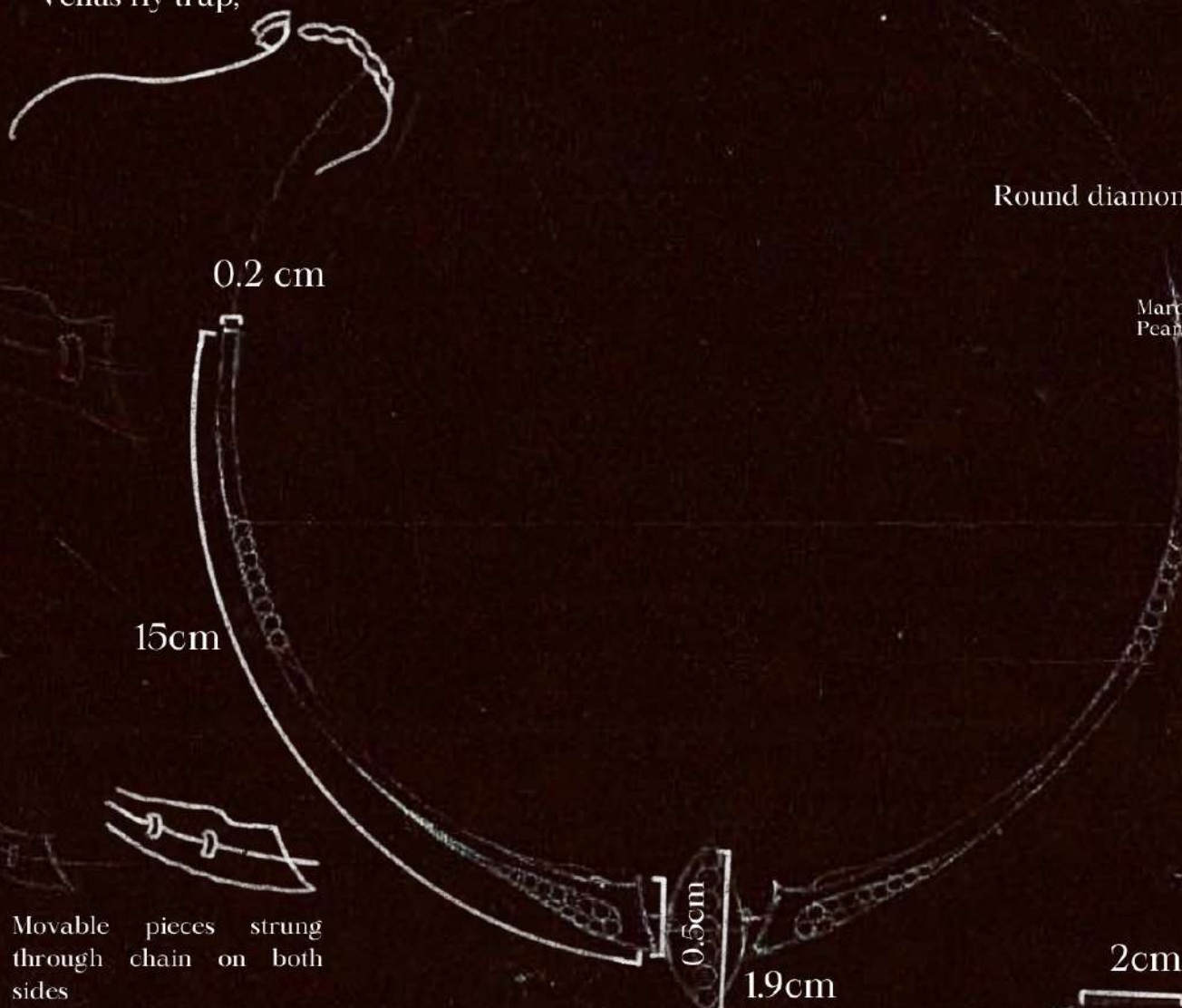
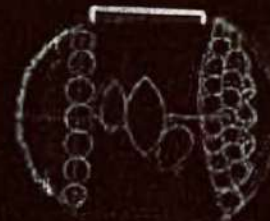
1.9cm

2cm

Movable pieces strung
through chain on both
sides



Magnetic open-close
pendant



“THE WRITE UP: “trap of grace”

This jewelry piece is inspired by the Venus flytrap, reflecting its unique form and functionality. The design features an open-close mechanism that mimics the plant, offering two looks for day and night.

- **Daytime Look:** A mid-length necklace with gold and white diamonds, perfect for day wear.
- **Nighttime Look:** The magnetic pendant separates, and the chain tightens into a choker, revealing colored diamonds and a dangling chain, adding an elegant, transformative touch.

The design intricately balances organic curves and sharp lines, creating a dynamic yet graceful neckpiece. The pendant’s two halves, when closed, form a seamless look, while opening reveals a colorful burst of gemstones that contrast beautifully with the white diamonds.

To ensure vibrant color while keeping the piece accessible, lab-grown diamonds were used for the colored stones. This allows for a striking visual without the prohibitive cost of natural colored diamonds, which are rare and expensive.

This versatile design embodies both natural beauty and functionality, perfectly aligning with the “Wild Wonders” theme, making it adaptable for different occasions.