

PENORA



About the Jewellery Range

Introducing Penora: a contemporary demi-fine jewellery collection where nature meets luxury. Inspired by the elegance of peonies, Penora celebrates creativity without limits, offering unique, ornate designs. Perfect for ambitious, independent millennial women, the pieces reflect personal values and meaningful narratives, focusing on sustainability and ethical practices..





Objective

Nature's Elegance

To create a contemporary demi-fine jewelry collection that blends the elegance of nature with luxury, offering unique and ornate designs. Penora aims to cater to affluent, millennial women who value sustainability, individuality, and meaningful narratives in their jewelry choices.



Nature's Influence

Peonies, renowned for their lush petals and vibrant colors, serve as the primary inspiration. Their delicate yet bold aesthetic informs the collection's design ethos, incorporating organic shapes and intricate detailing reminiscent of floral patterns.

Contemporary Interpretation

Modern design elements are seamlessly integrated with nature-inspired motifs to create a fresh and sophisticated aesthetic. Clean lines, geometric forms, and minimalist settings enhance the allure of the peony theme, appealing to the tastes of discerning millennials.



Material Exploration

High-quality materials such as 18k gold vermeil, sterling silver, and ethically sourced diamonds are utilized to ensure luxurious quality. Sustainable practices are prioritized, reflecting the brand's commitment to environmental responsibility and ethical sourcing.



18k Gold



Sterling Silver



Diamonds



Pearl

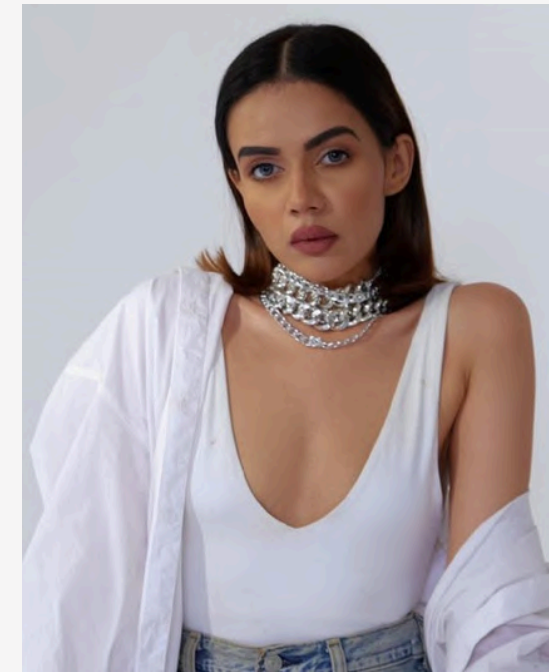
Consumer

1. Affluent millennial woman
2. Financially successful
3. Sustainable and ethical practices
4. Settled in an Indian metropolitan city

Psychographics

1. Ambitious and independent
2. Fashion-forward with a blend of contemporary and classic styles
3. Appreciates unique and distinctive jewelry
4. Well-traveled and engaged on social media for fashion inspiration
5. Seeks jewellery with a meaningful narrative aligned with personal values
6. Values status, style, and story
7. Cultured and insightful, pays attention to details

MILLENNIAL WOMEN



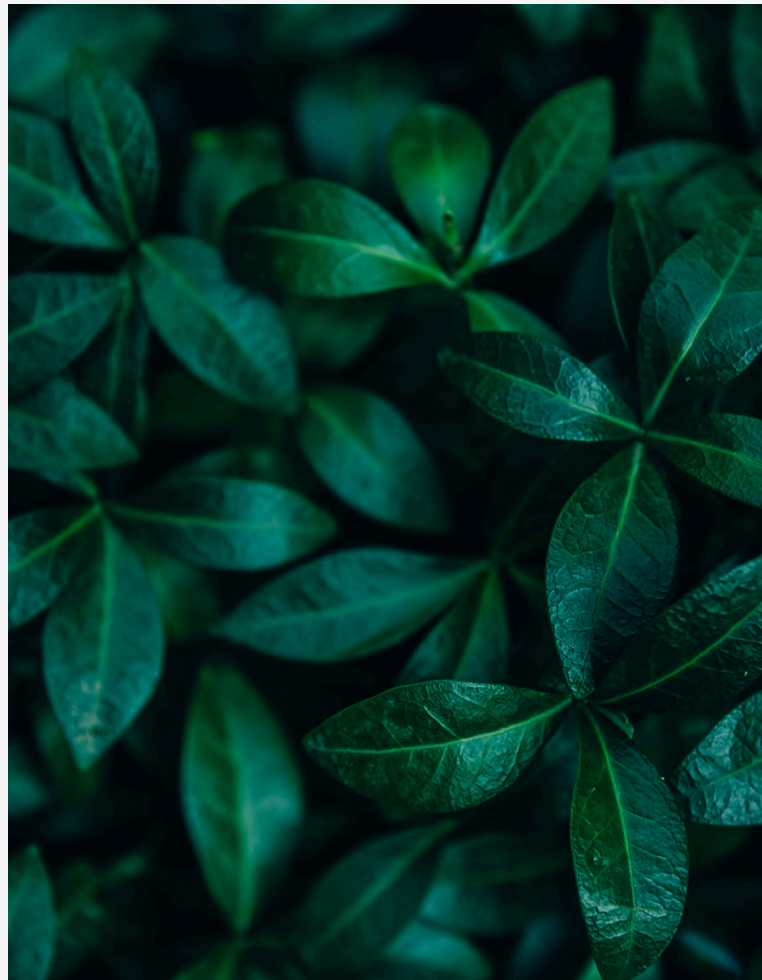
FASHION FORWARD



INFLUENCERS

Client Board

Peonies, with their captivating beauty and intricate details, serve as the muse for Penora's demi-fine jewelry collection. Inspired by the organic forms and vibrant hues found in nature, each piece embodies the timeless elegance and delicate grace of blossoming flowers. Through meticulous craftsmanship and thoughtful design, Penora celebrates the harmonious connection between nature's wonders and exquisite adornment.

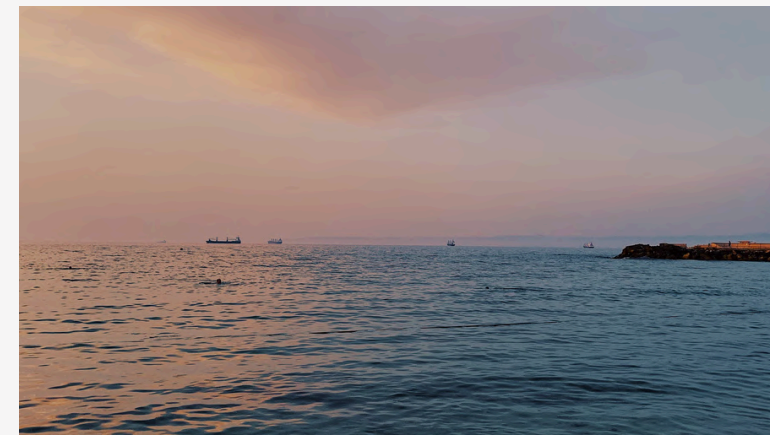
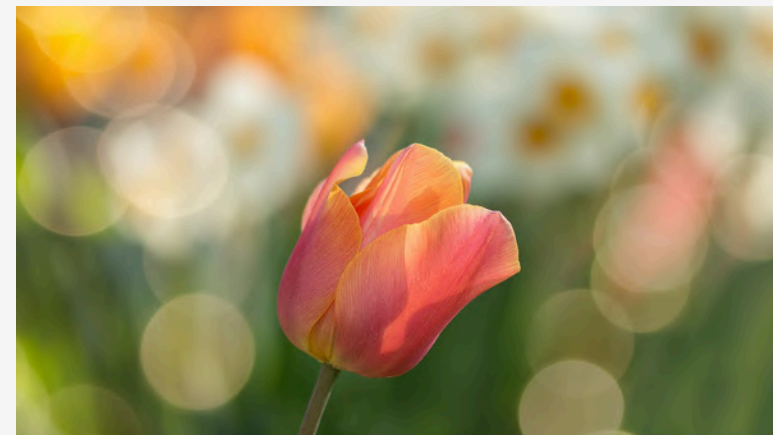


Design Inspiration



TIMELESS

ORGANIC



HUES OF NATURE

BLOOMING



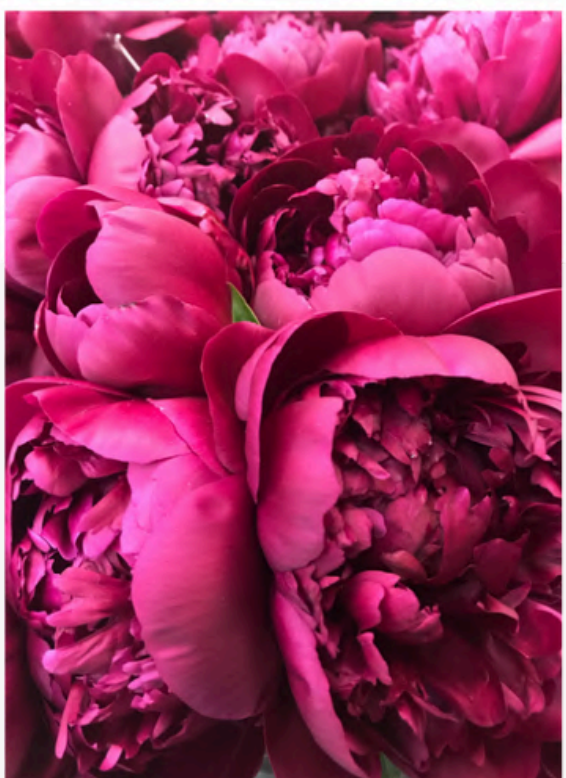
FOLDS



ORNAMENTAL

Theme Board

Embrace the enchanting allure of peonies with the theme board, a symphony of soft pastel hues, delicate petals, and lush greenery. Explore the romance and beauty of nature's masterpiece, brought to life in every exquisite detail.



PALETTE



ENCLOSING

For demi-fine jewellery with nature inspired motifs, several upcoming trends identified by WGSN and other sources are particularly relevant. These trends highlight both the aesthetic and material directions in which the jewellery market is moving in 2024.

STATEMENT PIECES & BOLD DESIGNS

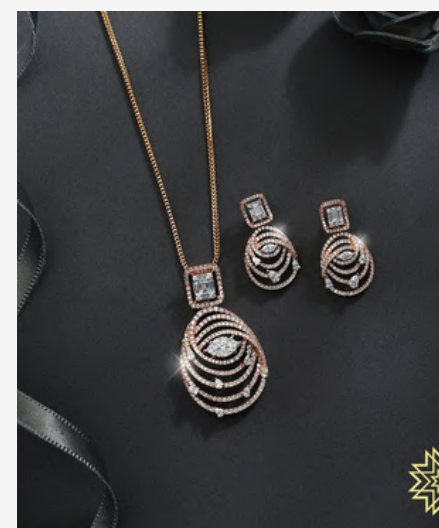
NATURE INSPIRED JEWELLERY



Trend Analysis



BOLD DESIGNS



SOFT AND FEMININE



DEMI-FINE MARKET GROWTH

DAYTONIGHT WEAR



SILVER



To create a successful Dem-fine jewellery collection inspired by Peonies:

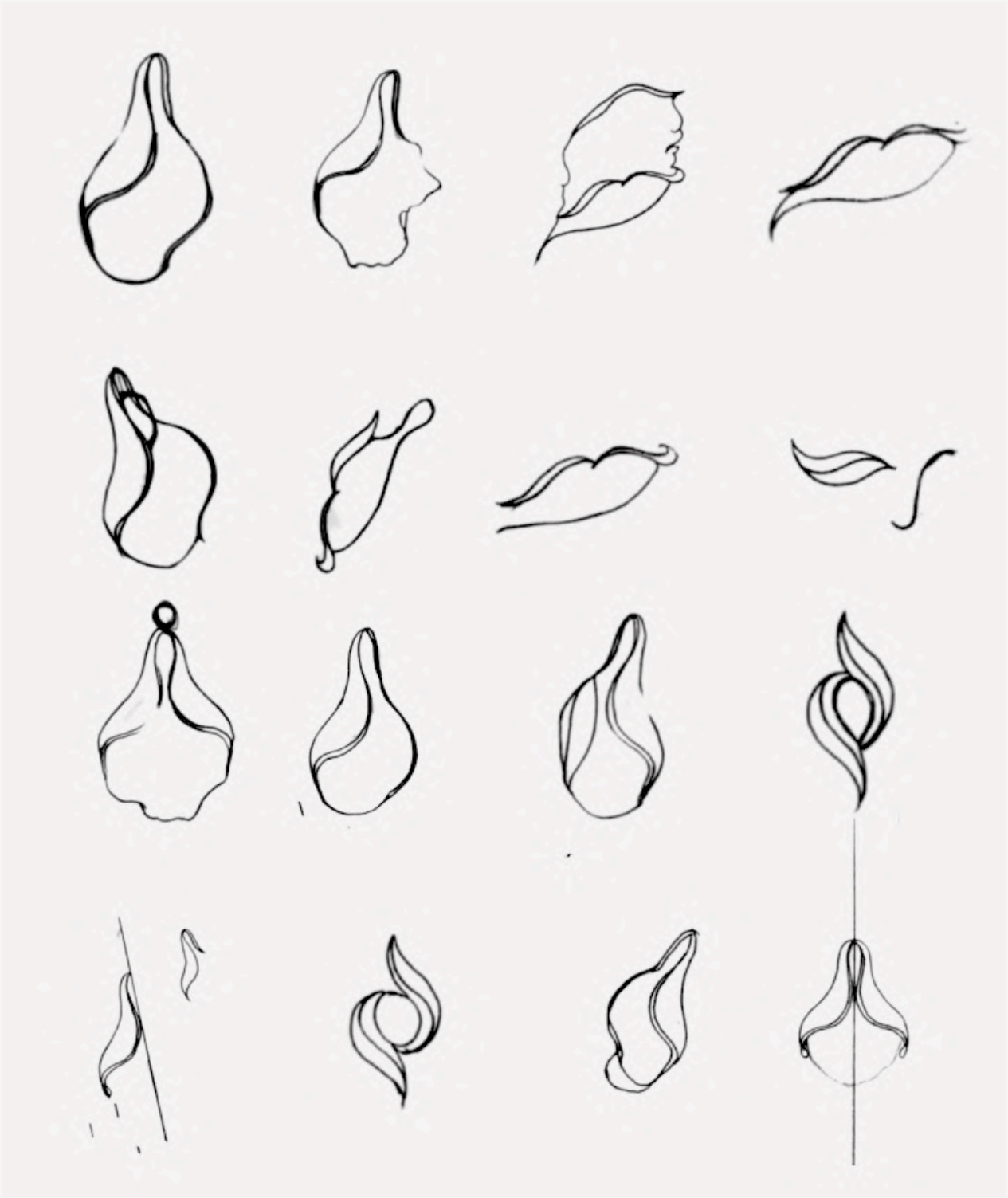
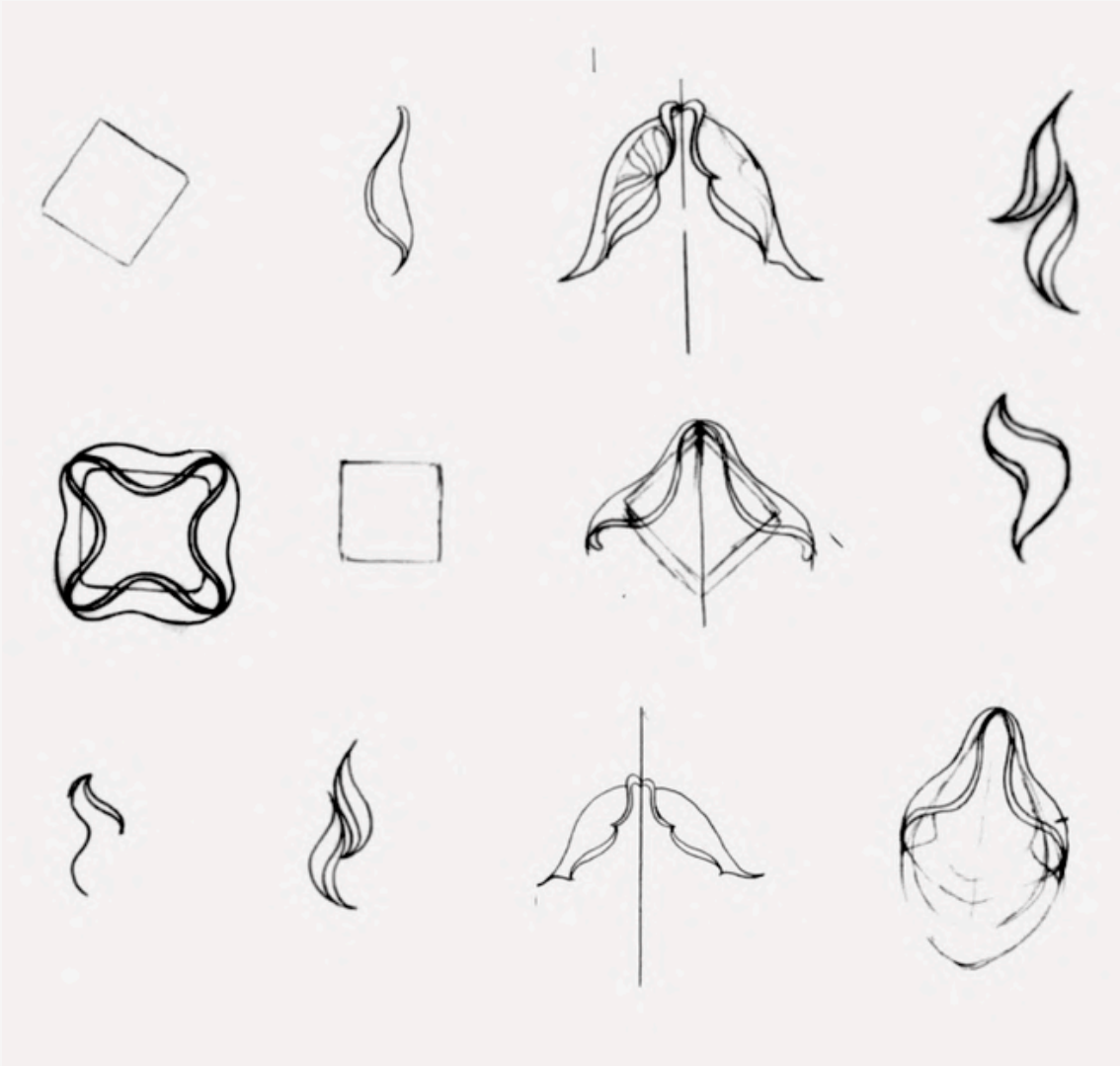
Design Directions

Conclusion and Recommendations

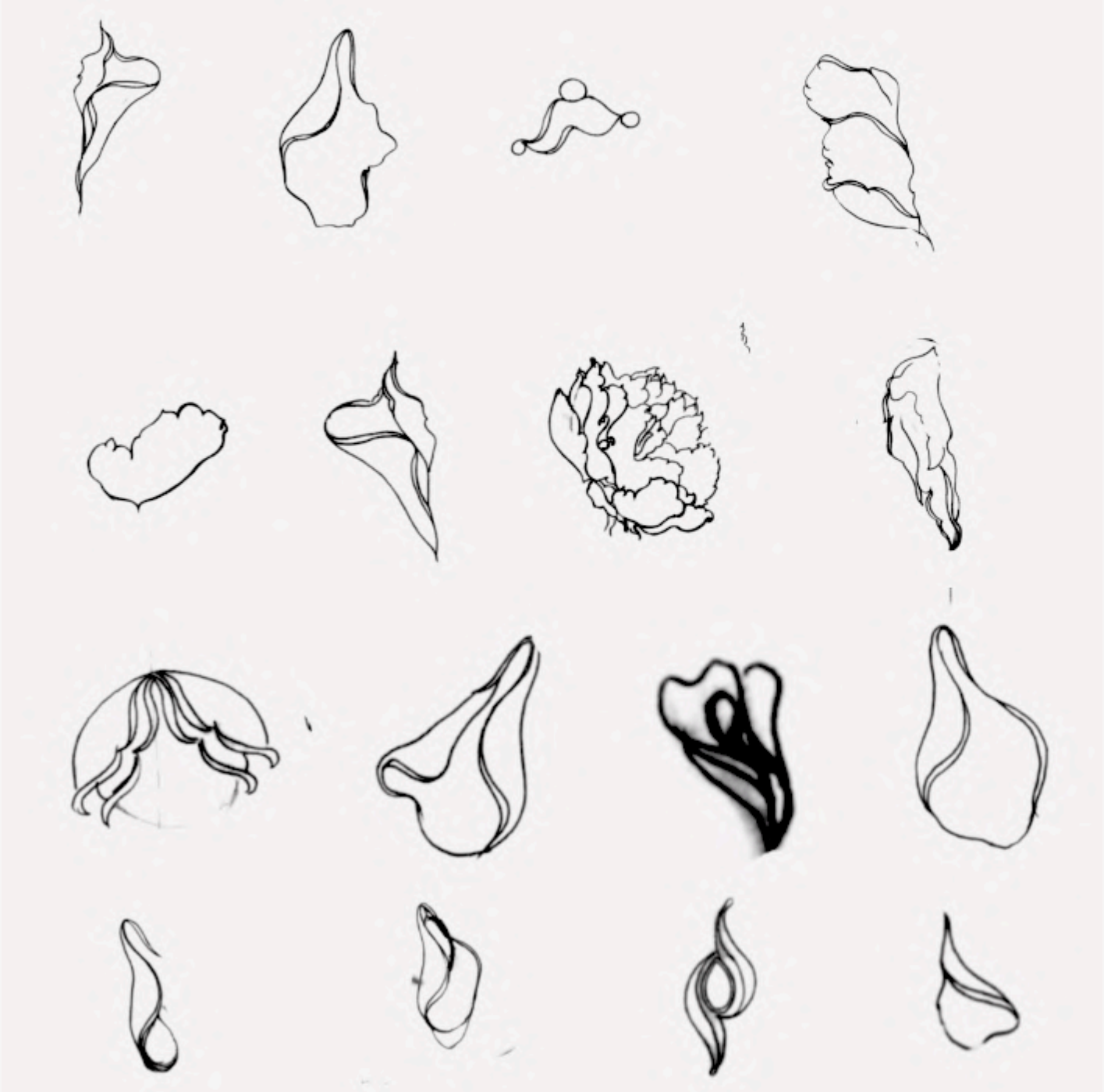
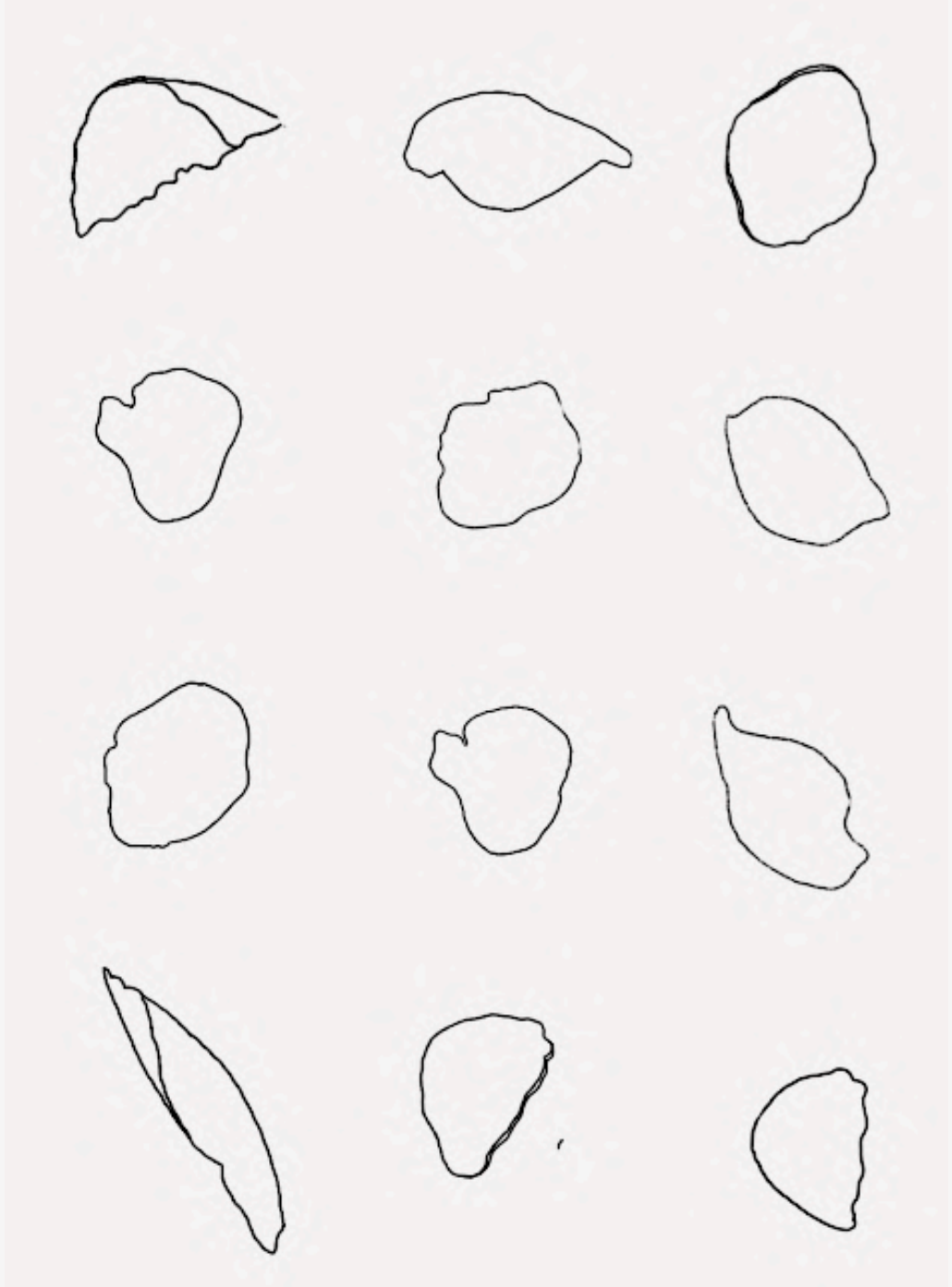
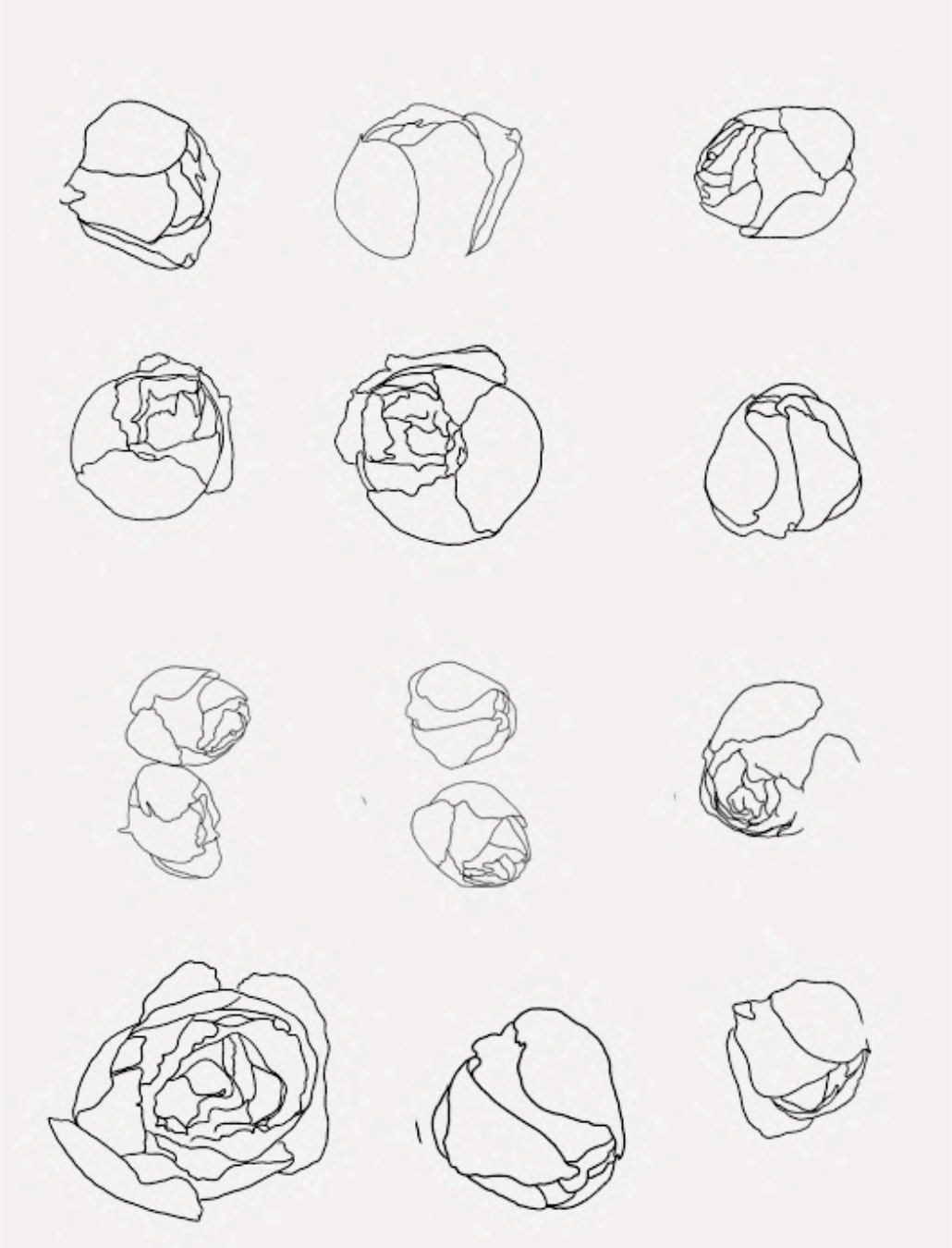
1. Floral Elegance: Peony motifs with pastel hues and intricate patterns.
2. Organic Forms: Natural, flowing shapes with asymmetry.
3. Minimalist Luxury: Clean lines with subtle, luxurious details.
4. Mixed Materials: Combine metals with gemstones, enamel, and resin.
5. Customization: Options for engraving and personalized settings.
6. Layering: Stackable and complementary pieces.
7. Sustainability: Recycled metals and conflict-free diamonds.
8. Narrative: Storytelling through symbolic designs.
9. Texture: Detailed etching, engraving, and filigree work.
10. Modern Classics: Timeless pieces with contemporary twists.

Form Explorations

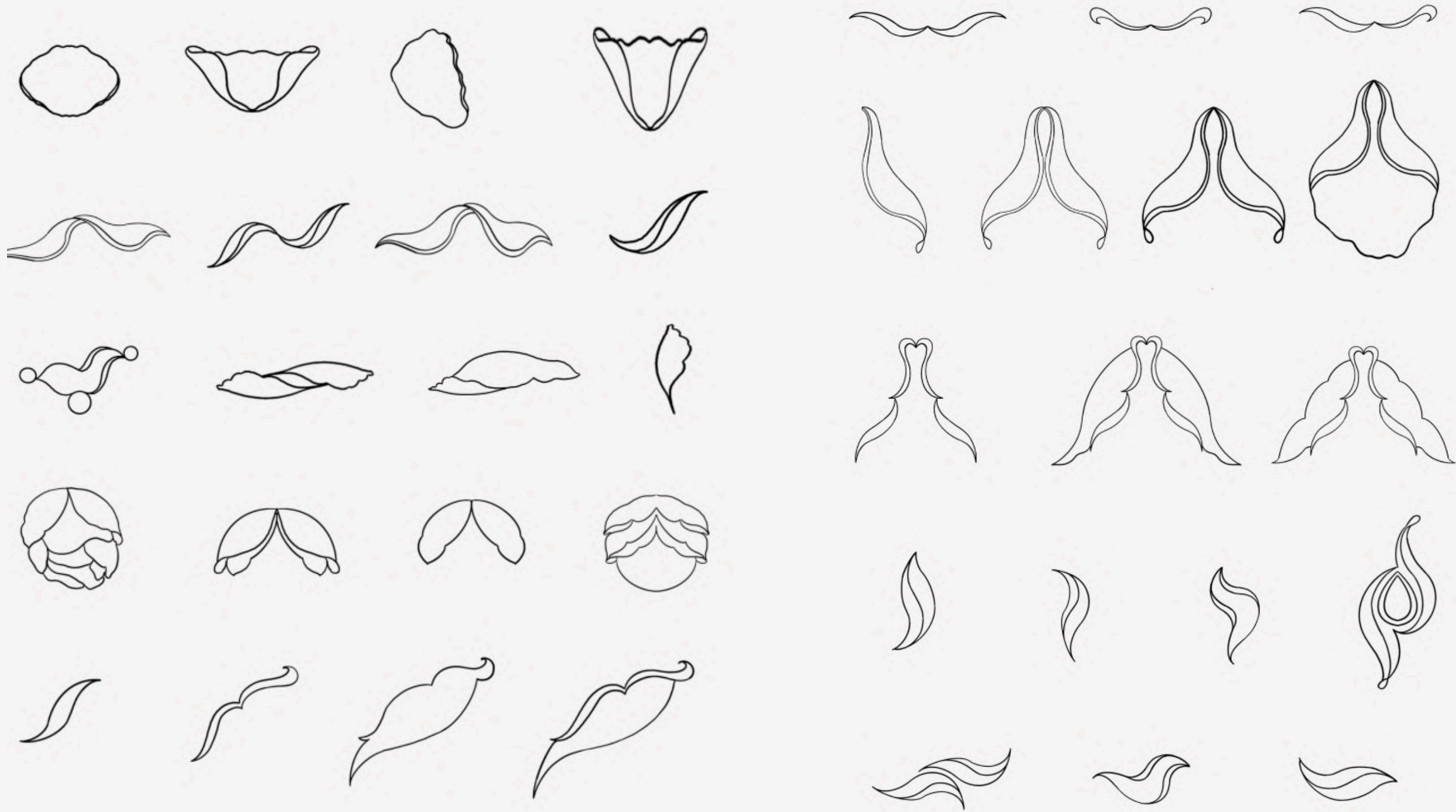
The form exploration for this design project focuses on intricate floral patterns, paisleys, and other elements emblematic of Mughal art, capturing the essence of its rich and opulent aesthetic. These motifs serve as the foundation for creating contemporary heritage jewellery pieces.



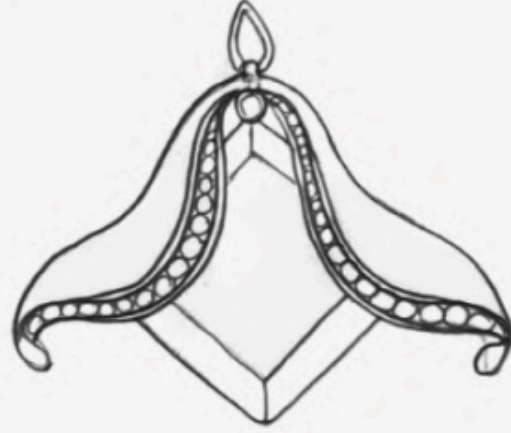
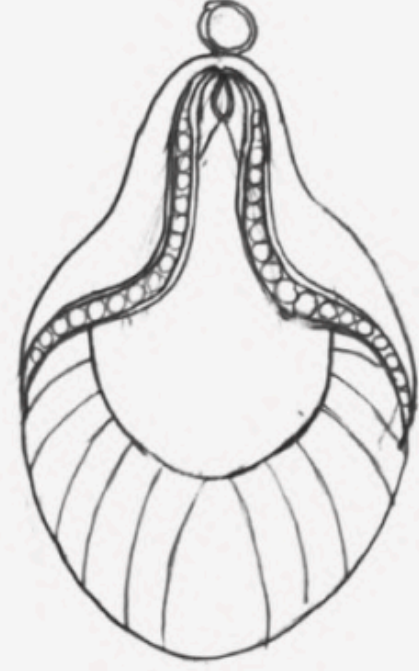
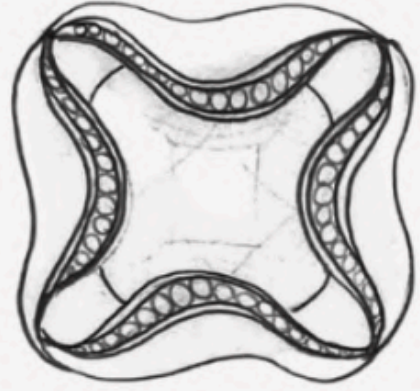
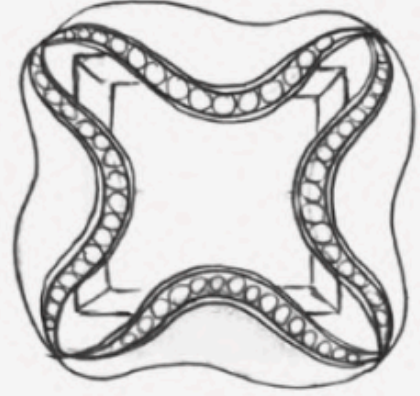
Form Explorations



Motif Conversion



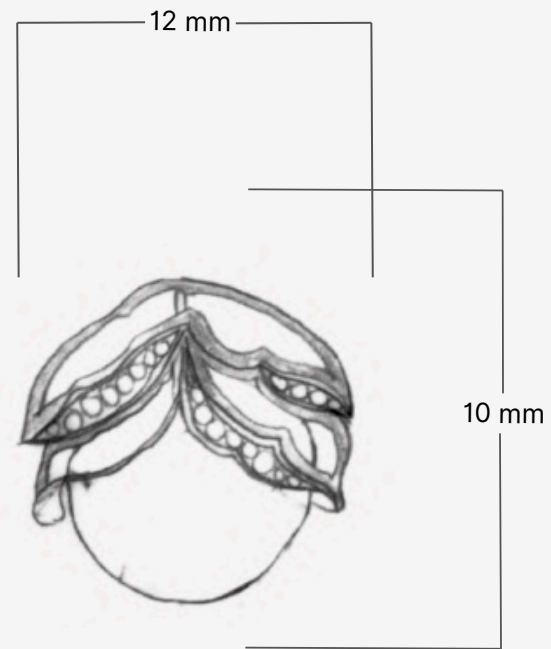
Motif Conversion



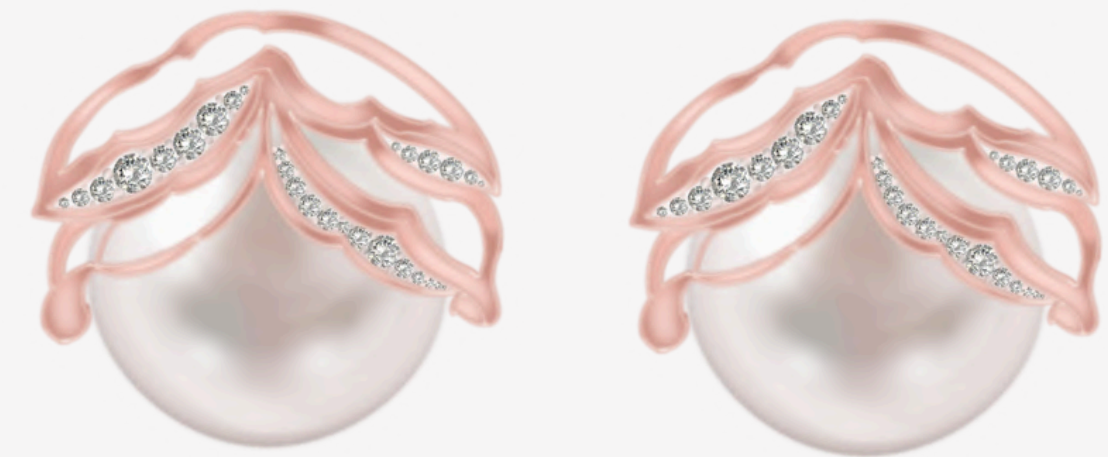
Design 1

Capturing the ethereal essence of peony blooms, these exquisite earrings in rose gold adorned with diamonds and pearls whisper enchantment.

Material	Rose gold
Stones	Pearl, Diamonds
Workmanship	Casting



Technical Drawing



Motif



STONE	SHAPE	CUT / CAB	SIZE	QTY	SETTING
Diamonds	Round	Cut	1 mm	20	Pave
Diamonds	Round	Cut	0.75 mm	20	Pave
Diamonds	Round	Cut	0.5 mm	14	Pave
Pearl	Round	Cabochon	8 mm	2	Prong

Design 2



FORM GENERATION



Technical Drawing



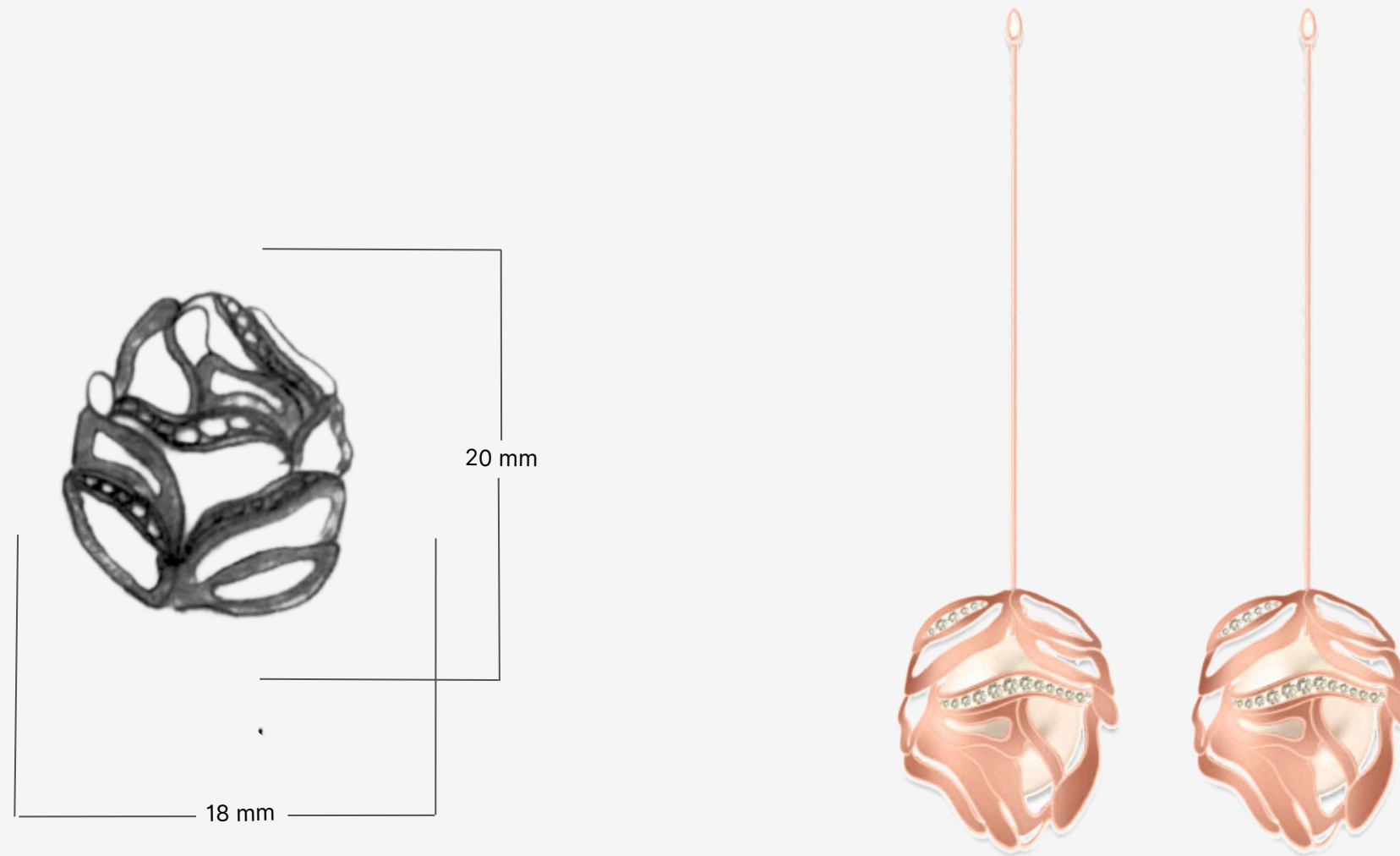
Material	Rose gold
Stones	Pearl, Diamonds
Workmanship	Casting

STONE	SHAPE	CUT / CAB	SIZE	QTY	SETTING
Diamonds	Round	Cut	3 mm	16	Pave
Diamonds	Round	Cut	2 mm	22	Pave
Diamonds	Round	Cut	1 mm	50	Pave
Pink Diamond	Pear	Cabochoon	0.75 mm	2	Prong

Design 3

Crafted in the likeness of closed peonies, these drop earrings reveal a hidden dawn of diamonds and cradle a precious pearl within, symbolizing protection and beauty.

Material	Rose gold
Stones	Pearl, Diamonds
Workmanship	Casting



Technical Drawing

Motif

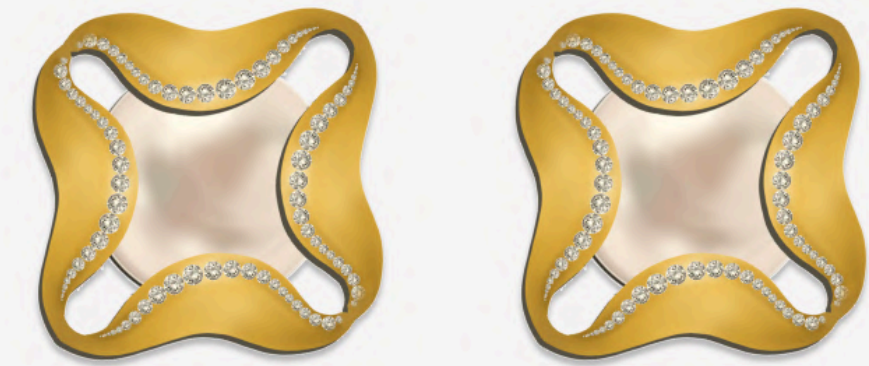
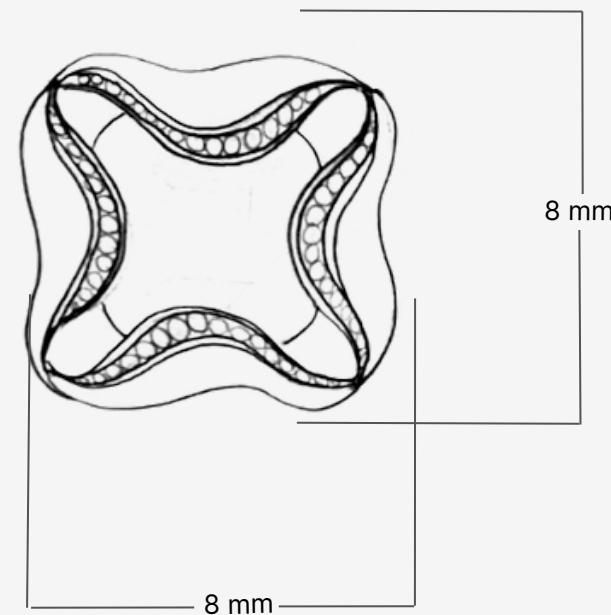


STONE	SHAPE	CUT / CAB	SIZE	QTY	SETTING
Ruby	Pear	Cut	3 x 2 mm	1	Bezel
Ruby	Pear	Cut	18 x 5 mm	1	Bezel

Design 4

These elegant gold studs feature a pearl delicately enclosed within, framed by sparkling diamonds on all four sides. Combining timeless sophistication with modern luxury, they make a perfect addition to any discerning jewelry collection.

Material	Metal 18K gold
Stones	Pearl, Diamonds
Workmanship	Molding , wax casting



FORM GENERATION



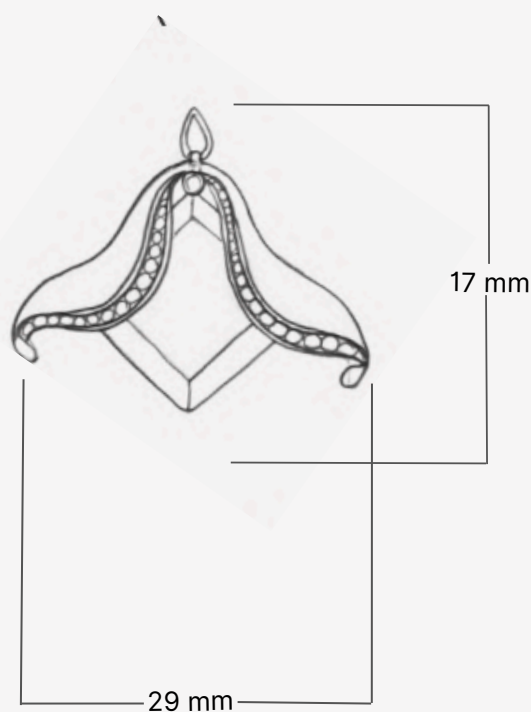
Technical Drawing

STONE	SHAPE	CUT / CAB	SIZE	QTY	SETTING
Diamond	Round	Cut	1.5 mm	40	Pave
Diamond	Round	Cut	1 mm	40	Pave
Diamond	Round	Cut	0.75 mm	28	Pave
Diamond	Round	Cut	0.5	24	Pave
Pearl	Round		12 mm	4	Prong

Design 5

This exquisite pendant features folds of peonies delicately enclosing a lustrous pearl, lined with sparkling diamonds. Available in both silver and gold, it embodies elegance and nature's beauty, making it a perfect statement piece for any occasion.

Material	Metal 18K gold
Stones	Rubies
Workmanship	Casting



TECHNICAL DRAWING



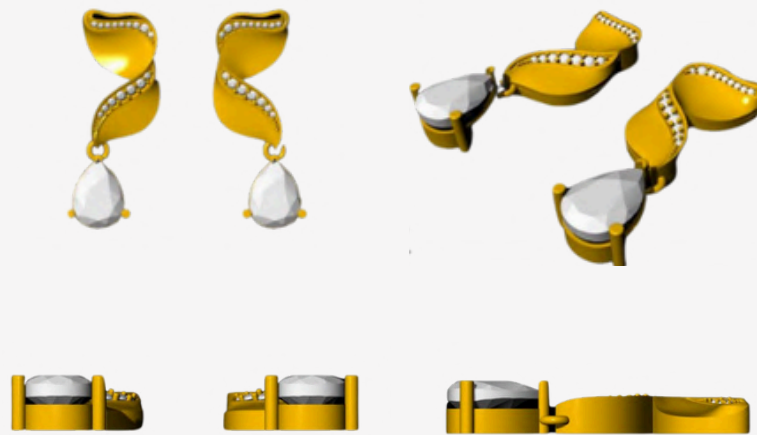
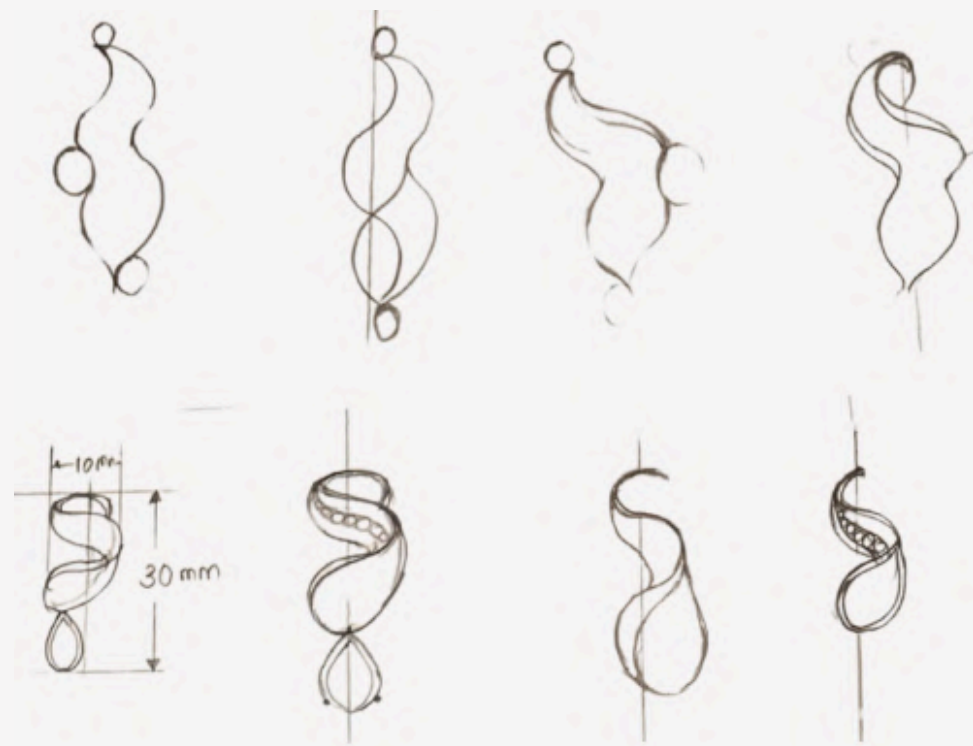
FORM GENERATION



STONE	SHAPE	CUT / CAB	SIZE	QTY	SETTING
Diamond	Round	Cut	1.5 mm	10	Pave
Diamond	Round	Cut	1 mm	10	Pave
Diamond	Round	Cut	0.75 mm	14	Pave
Diamond	Round	Cut	0.5	12	Pave
Pearl	Round		12 mm	2	Prong

Design 6

FORM GENERATION



CAD

Material	Metal 18K gold
Stones	Emeralds
Workmanship	Casting



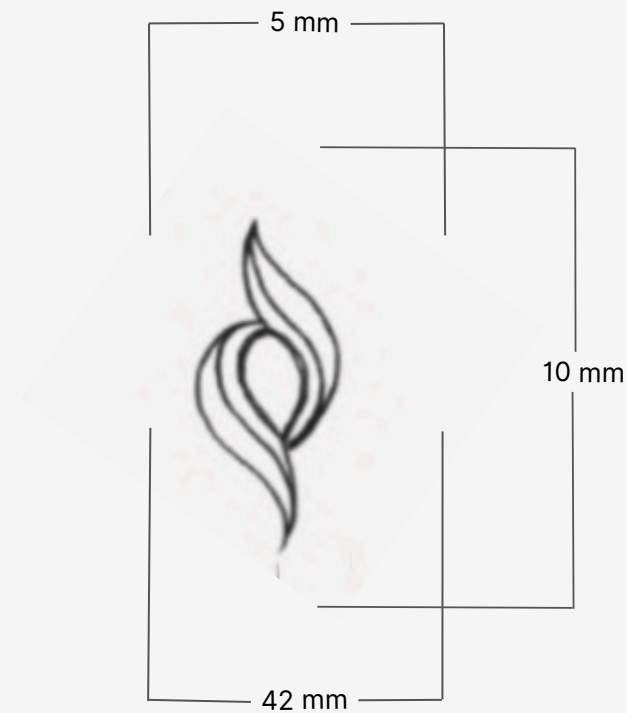
EARRINGS AND NECKLACE SET

EARRINGS

STONE	SHAPE	CUT / CAB	SIZE	QTY	SETTING
Diamond	Round	Cut	1.5 mm	6	Pave
Diamond	Round	Cut	1 mm	2	Pave
Diamond	Round	Cut	0.75 mm	4	Pave
Diamond	Round	Cut	0.5	18	Pave
Diamond	Pear	Cut	10 x 8 mm	2	Prong

Design 7

This stunning bracelet showcases Navratna stones, each representing celestial energies, elegantly lined with sparkling diamonds. Crafted to perfection, it blends vibrant colors with timeless luxury, making it a captivating piece for any jewelry collection.



Material	Metal 18K gold
Stones	Emeralds/ Navratnas
Workmanship	Casting

STONE	SHAPE	CUT / CAB	SIZE	QTY	SETTING
Navratan	Pear	Cabochon	5 mm	9	Bezel
Diamond	Round	Cut	5 mm	9	Pave
Diamond	Round	Cut	2 mm	18	Pave



SANSKRITI SRIVASTAVA

JEWELLERY DESIGNER

CONTACT

- 6389240978
- sanskriti.srivastava@nift.ac.in
- www.linkedin.com/in/sans28
- NIFT Campus, Gandhinagar

EDUCATION

NIFT Gandhinagar

B.des (Accessory Design)
Fashion and Lifestyle
Accessories
2021 - 2025

St. Joseph's School, Khorabar

ISC XII
Commerce and Mathematics
2019 - 2020

SKILLS

Hard Skills

Design Research
User-Centric Design
Storytelling
Sketching & Rendering
Print Design
Merchandising

Soft Skills

Procreate
CorelDRAW
AutoCAD
Fusion 360
Photoshop
Web Design

INTERESTS

Dance Travel

ABOUT ME

I am a dedicated jewellery designer. I believe that jewellery is a beautiful form of self-expression that allows one to showcase their individuality. What sets me apart is my attempt to blend culture with modern trends while being ethically responsible to the environment.

EXPERIENCE

Vasupati Jewellers India pvt. Ltd and Emerald Jewel Industry India Ltd.

Jewellery design Internship

Jun-jul 2024

Ruuh Studios

Jewellery Design Competition

Mar 2024

Sparsh Child Care and NICU

Brochure Design

Jul 2021

INDUSTRY EXPOSURE

Indian Institute of Packaging - Ahmedabad

Understanding Package Design

Mar 2024

Craft Research Documentation - Jodhpur

Documenting Art Metal craft of Jodhpur

Jul 2023

Indo-German tool room - Ahmedabad

Understanding various manufacturing process

Feb 2023

PROJECTS

Zevar

A Heritage Jewellery collection Inspired by Mughal Art.

Eternal Emerald

A Contemporary Jewellery collection inspired by Victorian Era.

Peonies

A Demi-fine Jewellery Project