

PRECIOUS *Studio*

Branding & Jewellery

Brands are recognizable, inspirational; have a personality, talk to an audience; have a purpose. A brand's jewelry line is the expression of what the brand is.

The creation of Infinity's jewelry will be based on an agreed brand's platform where each of the brand's elements are defined.

This first approach is the result of an initial understanding of the brand's needs and requirements by Precious Studio. The concepts proposed are meant to be developed further, according to the client's indications and expectations.

Alankara SKR Jewellery



The Infinity woman

Between 24 and 40; fashion oriented; wears saree and western dresses with style. Loves jewellery as part of her attire. Combines the jewelry with the color of her dress. She wants to be recognized as fashionable and trend knowledgeable. She wears jewelry to look more beautiful.

Infinity jewelry lines - Main features

- The pieces are colorful.
- The designs are based on simple patterns, modern interpretations of the Indian aesthetic tradition, that will make the lines easy to identify and recognize.
- The number of designs for each line will be relatively small, maximum 20.
- Each year the brand will introduce a new line and additions/updates to the previous ones.

Modern Maharajah



- The combination of colored pearls and semiprecious stones is intertwined with a yellow, white or pink silver pattern inspired by the Maharajah jewelry tradition.
- A pink quartz oval cabochon is adorned with a black pearl in a notable pendant; blue labradorite is matched with white pearls; amethysts and greenish pearls are combined for long earrings.
- Pink and yellow silver bangles are adorned with mabe pearls and semiprecious stones.
- Modern Maharajah's strong color combinations and texture contrasts are perfect with elegant and elaborated sarees.
- Price Range: 50-300 US\$



Kashmir



- The Kashmir motif is the heart of the line. A single motif forms a small pendant. A group of several tiny motifs are combined together into round pendant. The use of semi precious stones to cover part of the Kashmir shapes creates a variety of patterns with different color combinations. Bracelets are adorned with small Kashmir shapes used as charms; long earrings are made of Kashmir shapes intercalated with beads of semiprecious stones.
- Kashmir is a joyful and young line for daily wear. Crystal pavè versions of the designs can be worn for formal attires.
- Price range: 25-200 US\$



Classy



- Meant to formal occasions and classy sarees, the line utilizes colored freshwater pearls for necklaces, bracelets and earrings. A special mechanism (protected by an international patent) allows the client to change the color of the pearls as she wishes, according to the color of the dress she wears. A nature inspired pattern, (flower/ leaf/star), is used on one side of a necklace, at the end of long earrings, as a charm on a bracelet. The pattern is covered with a crystal pavè of different colors for the most expensive items.
- Price range: 100- 300 US\$

