

## **Practitioners Statement: Allure Jewellery Collection**

The aim of the project was to design and develop a corporate identity for a jewellery brand called 'Allure Jewellery'. My goal was to create a jewellery logo, themed collection and packaging which was inspired by the organic textures and themes of the ocean. The products target market is mainly aimed at females between the ages of 20-40 who value beauty in simplicity and are looking for affordable and durable jewellery. Intricate details and textures were a theme throughout the development and conceptual design process as it appeals to the brand's simplistic and dainty aesthetic.

The jewellery and logo designs were all inspired by elements of the ocean and included detailed techniques of carving, pressing, and imprinting delicate dainty graphic details into pendants and small jewellery pieces. I was specifically inspired by Matthew Banks a jewellery designer, creator, and owner of the business 'Merchants of the Sun'. His unique and one-of-a-kind jewellery pieces offer a range of detailed contrasting shapes and textures to express the handmade nature of his work and how it connects with his intricate aesthetic. Elements of this style were expressed through my own jewellery pieces as I developed and discovered my own personal aesthetic. My personal love of the ocean and interest in contemporary jewellery processes and techniques truly inspired my final creations. I was further inspired by Shannon the founder of 'La Lune' as her jewellery has a soft and polished feel to each of her handcrafted pieces. She celebrates every small detail which symbolises elegance, beauty, and artistic value.

Through the design process I was able to experiment and trial a range of techniques and styles to create my own unique and original jewellery. I wanted every piece to connect in some way and each contain an organic element of the ocean. Wax casting, mould making, polishing and silver casting were all explored and allowed me to gain a better understanding of the intricate depth of jewellery making. My final pieces and contemporary logo connect through a simple, elegant aesthetic and versatility. Carving skills were developed through the wax cast process by learning and developing new techniques with carving tools to create the desired textured effect. Skills were developed on Adobe Illustrator to create a detailed design stamp to be embedded into the small pendants. Learning the digital design process for the laser cutter to develop and create acrylic etching was highly engaging and has added to my design repertoire. By experimenting with these techniques allowed me to develop and expand my skills to ensure my products were of the highest professional standard.

I faced a range of challenges whilst undergoing the jewellery making process. I struggled to hand craft realistic intricately detailed wax moulds of shells with just the basic carving tools. I went to the beach to try and find a solution by collecting some shells, sand and photos of things that inspired me however as hard as I tried, I could not carve a design to the extent and detail I wanted. I therefore overcame and solved this by first creating a mould of a shell which then hot wax could be melted into.

Overall, I believe my brand is successful in meeting the design brief to produce a corporate identity for a simplistic handcrafted jewellery brand. With the use of intricate organic details inspired by the ocean and a polished elegant look I designed a beautiful jewellery range which also aligns with my own personal aesthetic.