

everythingdesign<sup>+</sup>

# CKC Experience Design

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# Today

CKC has a royal and historic past that is reminiscent of its legacy and is ready to pivot into the future as a go to brand for the young, successful, stylish and well travelled customer.

Today's customer has innumerable choices but what matters is the belief that this brand understands them, embodies their personality and create priceless experiences.

Every touchpoint of the brand needs to be personalised and evoke delight.

# Looking ahead

The ultimate royal treatment is centered around 'You' and how it makes you feel as a customer. We have taken the idea of mirrors, which is representative of 'You'. Every piece of jewellery that you have from CKC will have a deep connect with 'You'. Every experience with the brand will be memorable. Every interaction will be personalised with a human touch.

# Facets of You

Look at yourself in the mirror and you  
will see how beautiful you are

# Designing a modern heritage

The visual treatment is a juxtaposition of the old and the new. The heritage, the craft and the modern context.



Instore

Print  
Outdoor  
Popup

Digital

# Store Journey

## 1.0 A Wow Factor

Store Exterior with a dramatic faceted sculpture

## 2.0 Grand Welcome

Blue Carpet

Shopping Assistant

The Carriage

## 3.0 The Journey

Young Royals  
A Creche  
For your Little Ones

Art of Making  
A display of what goes into the making.

## 4.0 Surprising discoveries

Etched in Time  
Engraving centre for that special one.

POP Display + AR integration

Modern Heritage  
A timeline that captures the history, hence owning the Legacy

## 5.0 Making it happen

A reflection  
Interactive screens for ease of trial.

Mirroring You  
A makeup station that allows for makeovers.

## 6.0 The Grand Finale

A bag & a gift as takeaways  
Engraved logo

Make it Special  
A gift wrapping centre, to add that extra care.

## 7.0 Something to take along

Your Bit  
A bracelet from CKC that represents your bit for a good cause.

# 1.0 A Wow Factor

A stark modern mirror sculpture that also doubles up as a selfie point on the store exterior.



# 2.0 Grand Welcome

A luxurious experience is invoked with the use of royal elements like a grand carpet and gold trolley that serves refreshments.



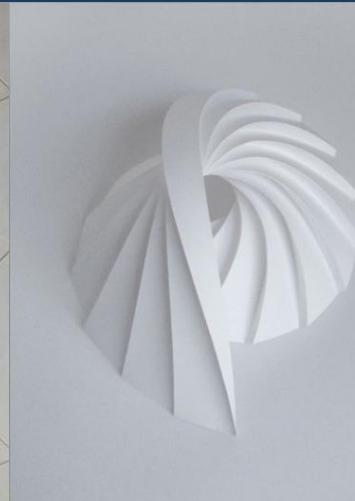
# 3.0 The Journey

The store will optimize on consumer experience by integrating features like a creche for young royals. Holographic displays are innovative and enhance the scale at which a customer can experience the jewelry.



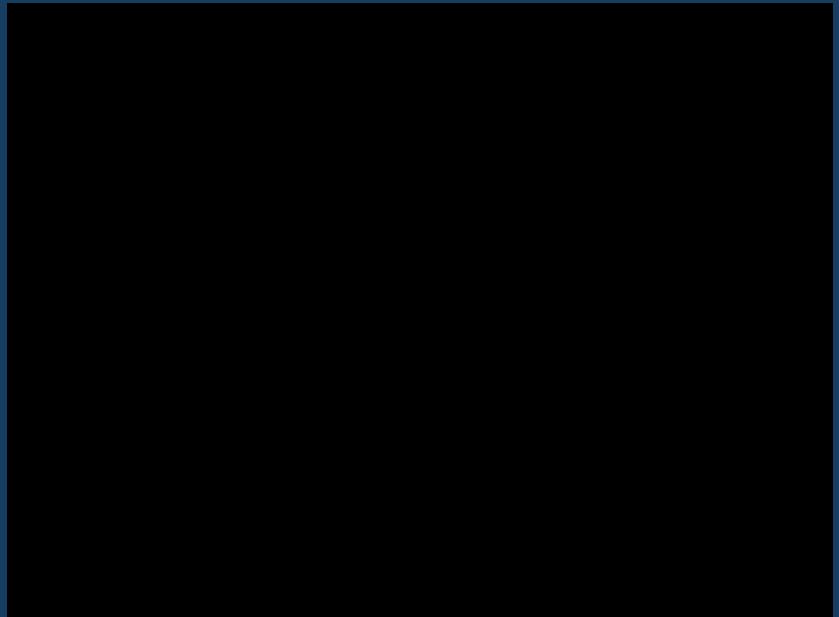
# 4.0 Surprising Discoveries

To create a full experience the store is Integrated with custom sections. This includes an engravings section to etch a special persons name, a curated exhibit to show the history of the store.



## 5.0 Making It Happen

Virtual reality helps curate the jewellery in the store and provide the customer with a quick and easy experience. Customization of this can include a virtual makeup booth to tie in the full look.



# 6.0 The Grand Finale

The customer is pampered even upon completing his purchase with a printed tote bag and luxury packaging.



# 7.0 Something To Take Along

As a final take away the customer can donate to a good cause and get a souvenir to take as memory. The jewellery directly ties into the cause the customer donates towards.



C. KRISHNIAH CHETTY & CO.  
1898

Thank  
You

FOR YOUR GRACIOUS DONATION, WE ARE GRATEFUL FOR  
YOU SUPPORT TOWARDS THIS GOOD CAUSE

# Print / Physical

## 1.0 Catalogue

Designed like a  
Coffee Table Book

## 1.1 Collectible Cards

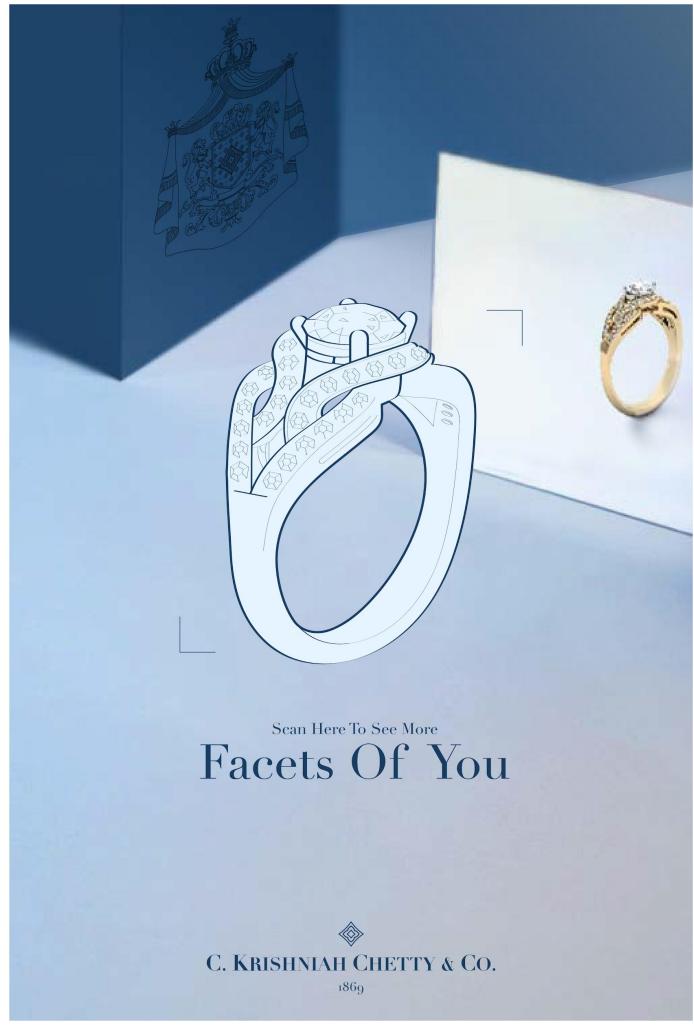
A card describes a collection and is much like a souvenir or a takeaway, can double up as a luggage tag.

## 2.0 Print Ad

An ad that goes beyond print. A talking point and interactive in nature.

## 3.0 Popup

A pop up exhibition, in hotels that drives you back to the store.



Scan Here To See More

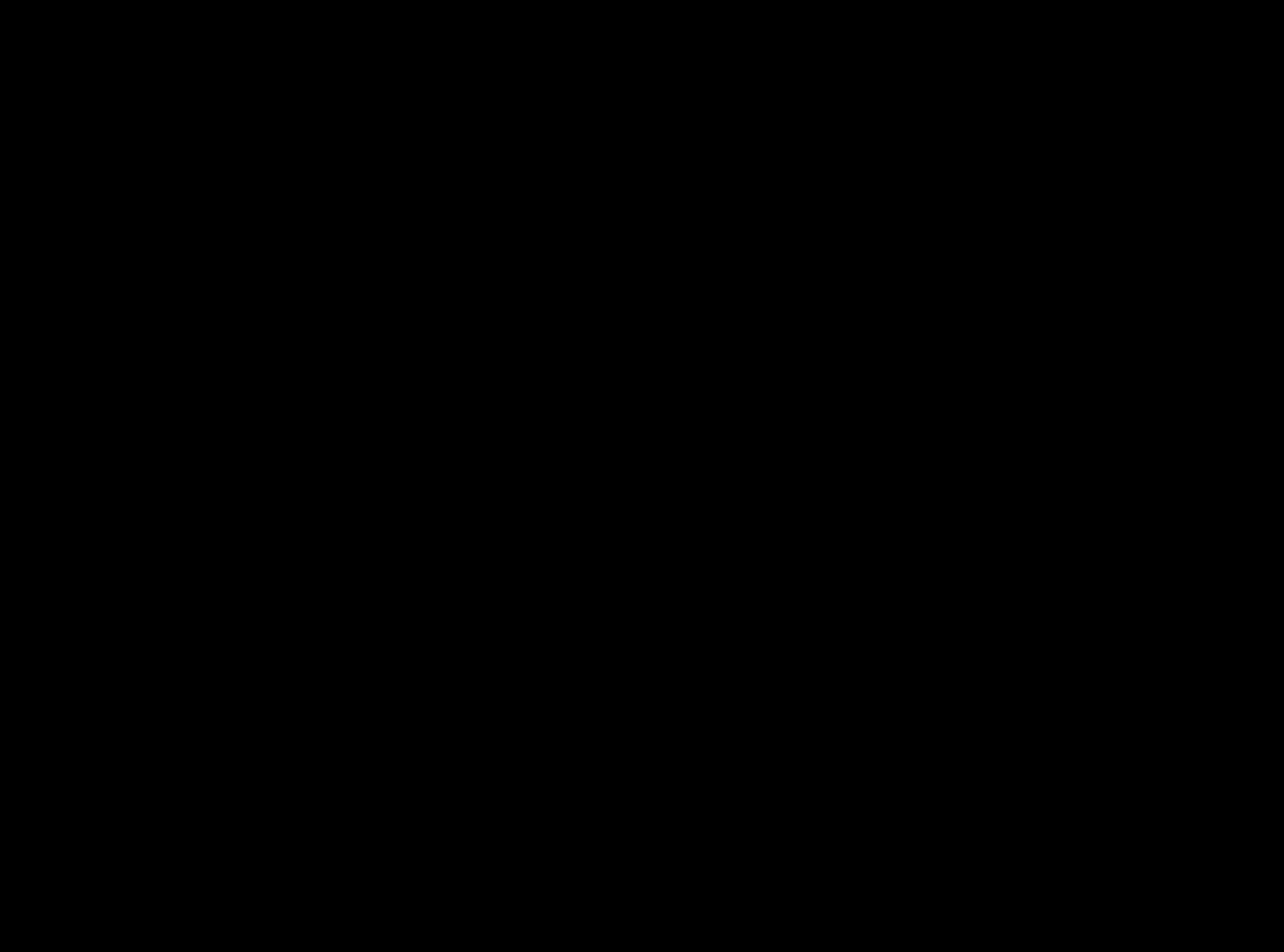
## Facets Of You



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1869





**KARAT & CARAT**

FINE JEWELLERS

HER AURA RADIATES A GLOW LIKE NO OTHER



DISCOVER THE COUNTLESS

# Facets of You



C. KRISHNIAH CHETTY & CO.  
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**KARAT & CARAT**

FINE JEWELLERS



SHE SEES A REFLECTION OF HER LEGACY IN THE THINGS SHE DOES

**KARAT & CARAT**

FINE JEWELLERS

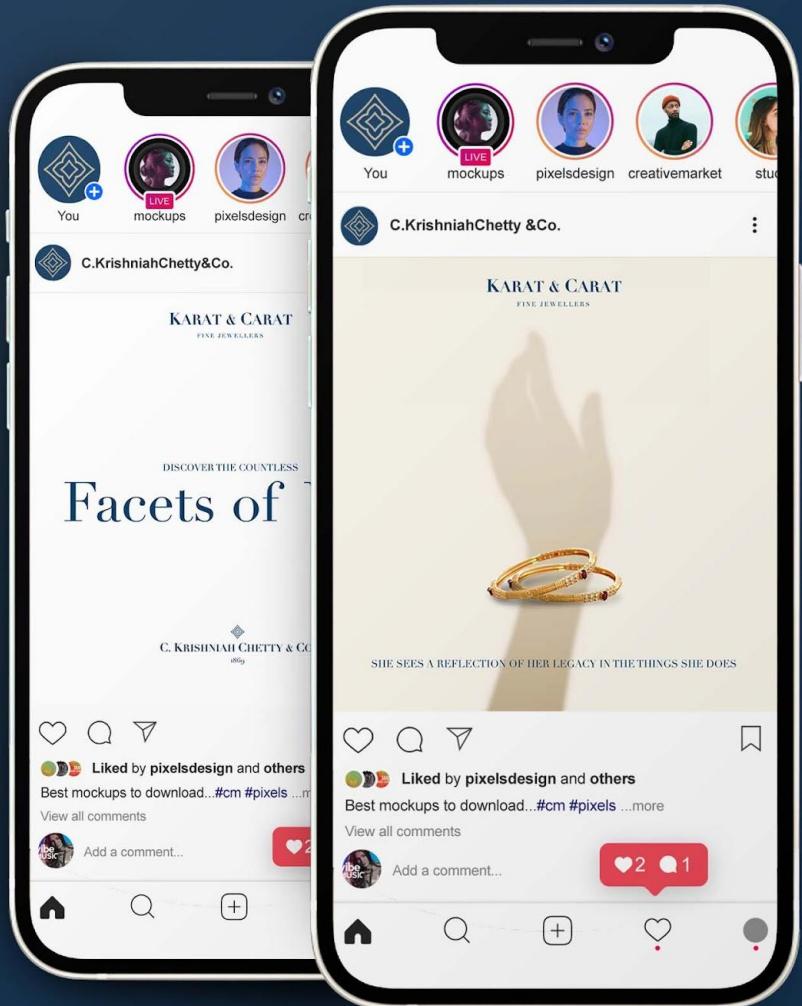
DISCOVER THE COUNTLESS

Facets of You



C. KRISHNIAH CHETTY & CO.

1869



# Digital

## 1.0 Keeping the brand Alive

Creating constant engagement through posts, showcasing store activities and running contests etc.

## 1.1 Engaging Influencers

Growing followership through engagement with influencers and going beyond into collaborative channels

## 2.0 Propagating Collections

Propagating in store collections which can eventually become sub brands.

## 3.0 Custom Filters

Custom filters which become the online trend.

## 4.0 Making Customers your heroes

Your customers become your biggest ambassadors, by showcasing them.

pure

THE TIMELESS  
COLLECTION

LUXE

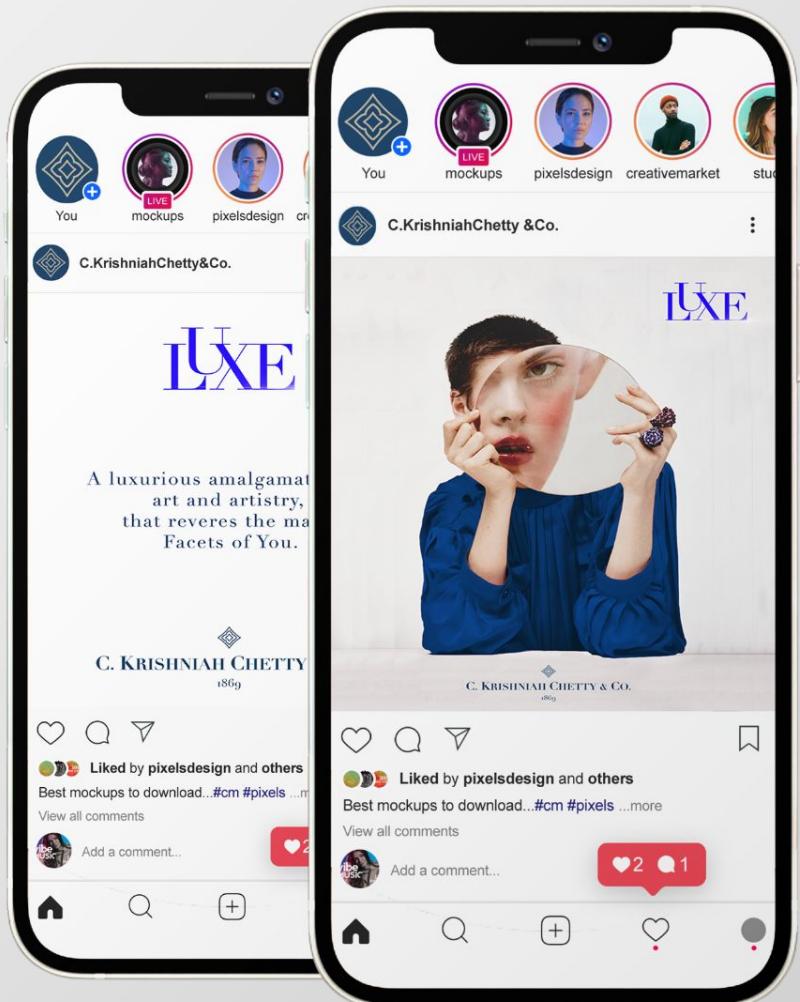
THE FASHION  
COLLECTION

GLOW

THE WEDDING  
COLLECTION

muse

THE YOUNG  
COLLECTION



# LUXE



C. KRISHNIAH CHETTY & CO.  
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# LUXE

A luxurious amalgamation of  
art and artistry,  
that reveres the many  
Facets of You.



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# The WOMAN within



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# SPRING into style

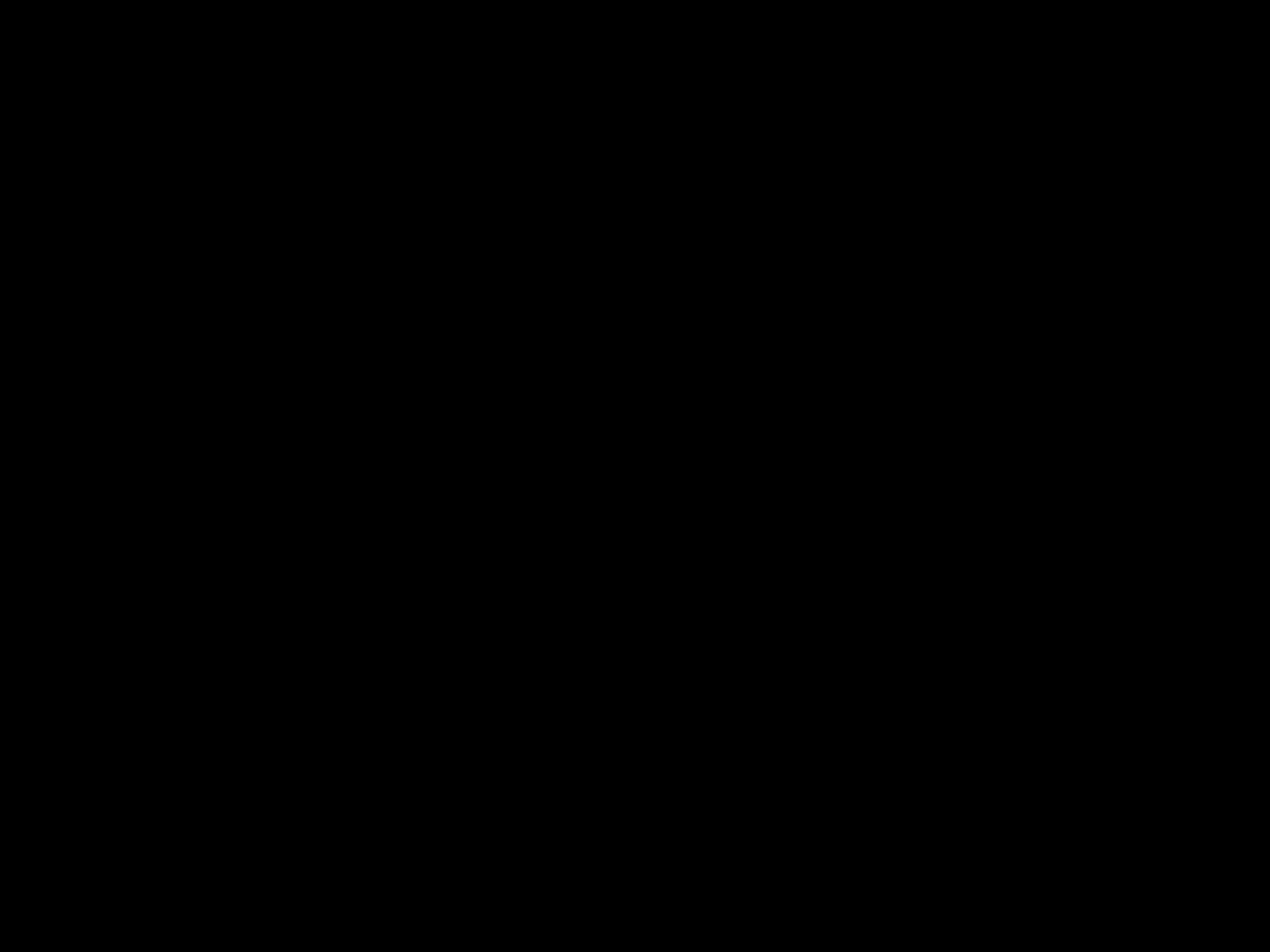


C. KRISHNIAH CHETTY & CO.  
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THIS DIWALI ILLUMINATE THE MANY  
**Facets of You**



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Let's create something  
we both are proud of.

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