

I want www.shashi.me to be a personal brand website that:

1. **Appeals to investors** (showing scalability, credibility, and vision)
2. **Attracts consultancy work** in the gems and jewellery sector (showing expertise, track record, and network)
3. **Clearly distinguishes** your personal profile from Gems Muse Limited's corporate identity

Here's how I would structure it for maximum clarity and persuasive flow:

Recommended Content Structure for www.shashi.me

1. Hero Section (Above the Fold)

Purpose: Instantly communicate who you are, what you do, and why people should keep reading.

- **Headline:** *"Shashi Bhushan — Visionary Leader in Jewelry Innovation"*
 - **Subheading:** *Founder of Gems Muse Limited | 20+ years shaping the future of diamonds, gemstones, and art jewellery*
 - **Call-to-Action Buttons:**
 - "Work With Me" (links to consultancy form)
 - "Investor Deck" (PDF or request form)
 - **Background:** Elegant, high-res image of you in a jewellery design or business setting (not product-first — people invest in *you*).
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2. About Me — The Story Behind the Vision

Purpose: Build emotional connection + credibility.

- Split into **two parts**:
 1. **Personal Origin Story** — Farmer's son to global jewellery innovator, blending humility and artistry.
 2. **Professional Summary** — Global market builder, tech integrator, sustainability advocate.
 - Use selective photos (early career, exhibitions, with artisans).
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3. Expertise & Services

Purpose: Sell consultancy and advisory work.

- **Consultancy Offerings:**
 - Brand creation & market entry strategy (esp. Asia & luxury markets)
 - Jewellery product development & sourcing
 - Technology integration in jewellery manufacturing
 - Sustainability and ethical sourcing advisory
 - **Why Work With Me?** → Pull “Core Differentiators” from your bio.
 - Include logos of markets/brands you've worked in (if allowed).
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4. Track Record & Achievements

Purpose: Build investor trust.

- Short case studies (2–3) of measurable successes:
 - *“Increased productivity by 40% in prior leadership role...”*
 - *“Launched 4 signature collections in Hong Kong & Thailand...”*
 - Timeline or map showing global footprint: Hong Kong, New York, Bangkok, Mumbai.
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5. Vision & Philosophy

Purpose: Attract value-aligned investors.

- Statement: *“Jewelry is a Lifeline, Not Just Luxury”*
 - 3 Pillars: Story-driven design, tech-forward sustainability, scalable luxury.
 - Optional: A short video of you explaining this vision (great for trust).
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6. Investor & Collaboration Opportunities

Purpose: Make it easy for investors to see potential and take next steps.

- **Opportunities:**
 - Investment in Art Jewellery & High Jewellery retail expansion
 - Joint ventures in manufacturing innovation
 - Brand licensing or distribution partnerships
 - Call-to-action: “Request Investor Deck” → lead capture form.
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7. Media & Social Proof

Purpose: Strengthen credibility via third-party validation.

- Press coverage (logos or excerpts)
 - Speaking engagements & exhibitions
 - Testimonials from industry leaders (if available)
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8. Contact

Purpose: Clear and professional.

- Contact form for consultancy & investor inquiries
 - Social links: Instagram, LinkedIn, Facebook
 - Direct email for business proposals
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Flow Logic

- **Start with identity & authority** (Hero + About Me)
 - **Demonstrate expertise** (Services + Achievements)
 - **Inspire with vision** (Philosophy)
 - **Convert interest into action** (Opportunities + Contact)
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💡 **Tip:** Keep www.shashi.me about *me*, not the company. For Gems Muse, gemsmuse.com can be brand/product-focused. Link between them where relevant but avoid diluting your personal positioning.

Here's a clean **wireframe-style layout** for www.shashi.me, designed to visually guide your web designer while following the content flow I outlined.

www.shashi.me – Wireframe Layout

1. Header (Fixed, Minimal)

- **Logo/Name:** “Shashi Bhushan” (stylish serif font)
 - **Menu Items:** Home | About | Expertise | Achievements | Vision | Investors | Contact
 - **Top-right button:** “Work With Me” (highlighted)
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2. Hero Section (Full Screen Height)

- **Background:** Elegant portrait of you in a jewellery or business setting (blurred enough for text readability)
 - **Center Text:**
 - **Headline:** “Visionary Leader in Jewelry Innovation”
 - **Subheadline:** *Founder of Gems Muse Limited | 20+ Years in Diamonds, Gemstones & Art Jewellery*
 - **Buttons:**
 - “Work With Me” (scrolls to Expertise & Services)
 - “Investor Deck” (download/request form)
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3. About Me – The Story

Two-column layout:

- **Left:** Portrait photo of you (perhaps with artisans or in an exhibition)
 - **Right:**
 - Origin story (Farmer’s son → global jeweller)
 - Short bio with highlights of career
 - Optional small carousel of 2–3 early career photos
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4. Expertise & Services

Four-card grid layout (icons or minimalist images above each):

1. Brand Creation & Market Entry
2. Jewellery Product Development & Sourcing
3. Technology Integration in Jewellery Manufacturing
4. Sustainability & Ethical Sourcing Advisory

Small text under each card explaining benefits, plus a **“Request Consultation”** button below.

5. Track Record & Achievements

Option A: Horizontal timeline with years (e.g., 2003 → 2025)

Option B: World map with pins for Hong Kong, New York, Bangkok, Mumbai

- Each pin/timeline point expands with a short success story:
 - Productivity increase stats
 - Launch of brands & collections
 - International exhibitions
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6. Vision & Philosophy

Split background section:

- **Left side:** Large headline — *“Jewelry is a Lifeline, Not Just Luxury”*
 - **Right side:** 3 Pillars in bullet format
 1. Story-driven design
 2. Tech-forward sustainability
 3. Scalable luxury
 - Optional embedded **60–90 second video** of you explaining this vision.
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7. Investor & Collaboration Opportunities

Clean card layout with CTA buttons:

- **Opportunities:**
 - Art & High Jewellery retail expansion
 - Manufacturing innovation ventures
 - Brand licensing & distribution
 - **Button:** “Request Investor Deck” (form capture with name, email, interest type)
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8. Media & Social Proof

Horizontal carousel of press logos, quotes, and event images.

- Headline: *“As Featured In & Recognized By”*
- Optional testimonial quotes from industry peers.

9. Contact Section

Simple & elegant form:

- Fields: Name, Email, Message (dropdown: Investor / Consultancy / Other)
- Contact email below form
- Social media icons: Instagram, LinkedIn, Facebook

10. Footer

- Minimal: Copyright © Shashi Bhushan, year
 - Small text link to Gems Muse site
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About Me – The Story

Farmer's son to global jewelry innovator, blending humility and artistry

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Work With Me

Expertise & Services



Brand Creation
& Market Entry



Jewelry Product
Development &
Sourcing



Technology
Integration in
Jewelry
Manufacturing



Sustainability &
Ethical Sourcing
Advisory

Request Consultation

Track Record & Achievements

2003

2025

Jewelry is a
Lifeline, Not
Just Luxury

Story driven de-
Tech-forward
sustainability

Bringing
opportunities
Brand licensing
& distribution

Investor & Collaboration Opportunities

Art & High Jewellery
retail expansion

Manufacturing
innovation ventures

Brand licensing
& distribution

Request Investor Deck

