

RESIN
JEWELLERY

DESIGN BRIEF

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03

BRIEF

INITIAL BRIEF

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BRIEF AFTER RESEARCH

A fusion of art, nature, and craftsmanship, this collection offers stylish, lightweight, and durable jewellery for everyday wear and special occasions.

PRODUCT CATEGORY

Pendant	Preservation
Earrings	Customization
Bracelet	Keyrings
Rakhi	Photo frames

BRAND



PRODUCT RANGE



RESEARCH BOARD:

RESIN XPLORE

Resin art is a creative technique that uses epoxy or polymer resin to create glossy, vibrant designs. Artists mix pigments, inks, or other materials into the resin, which hardens into a glass-like finish. Popular for abstract, ocean, and geode-inspired pieces, resin art is used in paintings, jewelry, and home decor.

INFLUENCERS

AMY MARCY



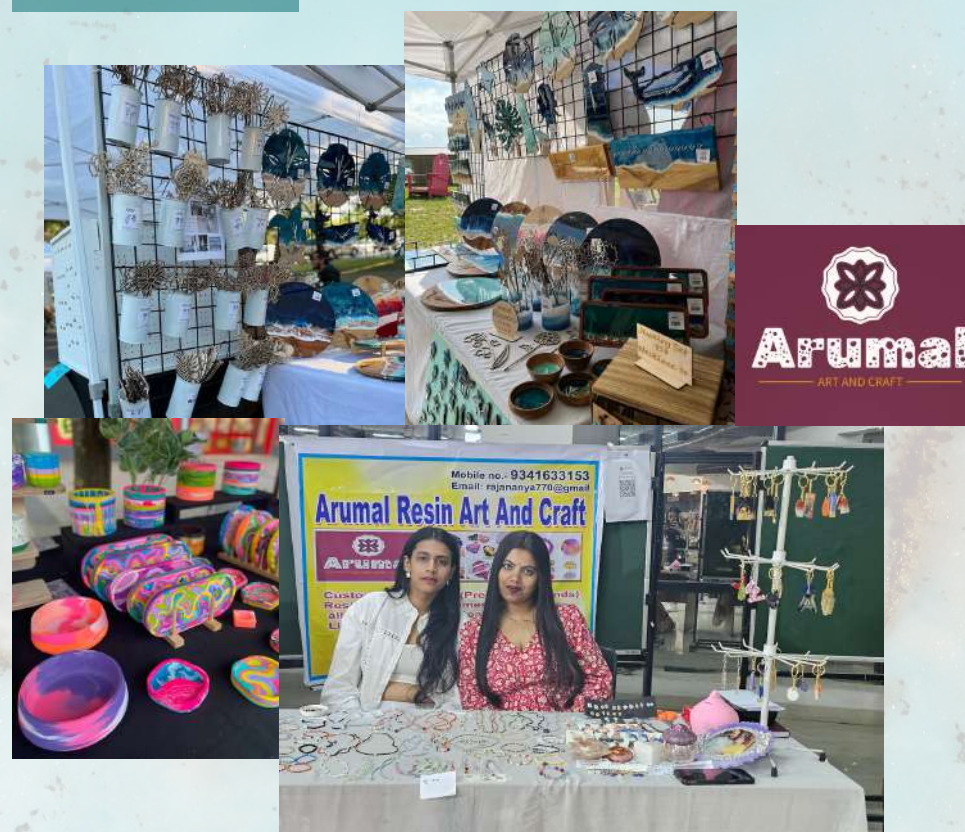
SHIKHA
KOTHARI



DON RESIN



STALLS



TREND STORY:

FROZEN BEAUTY

This trend board explores the dynamic possibilities of resin art, showcasing styles like geode art, fluid abstracts, acrylic pouring, ocean waves, marbling, metallic essence, and sustainable resin. The fusion of organic textures, metallic hues, and fluid movement reflects a contemporary aesthetic, making resin art a versatile medium for home décor and functional pieces.

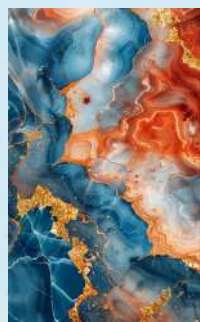
GEODE ART



FLUID ABSTRACT



ACRYLIC POURING



MARBLING



OCEAN WAVES



SUSTAINBLE RESIN

INSPIRATION:

FLORA & RESIN

This inspiration board merges bold metallic finishes, earthy stone and wood, vivid abstract swirls, translucent water-like layers, nature's floral and botanical elements, and mesmerizing fluid motion. Each theme celebrates the beauty of texture, color, and movement, offering endless, unique design possibilities. Experiment freely with reflective gold, rustic tones, dynamic patterns, and organic influences to create truly incredible resin masterpieces.

METALLIC TEXTURES



EARTHY TEXTURES



ABSTRACT PATTERNS



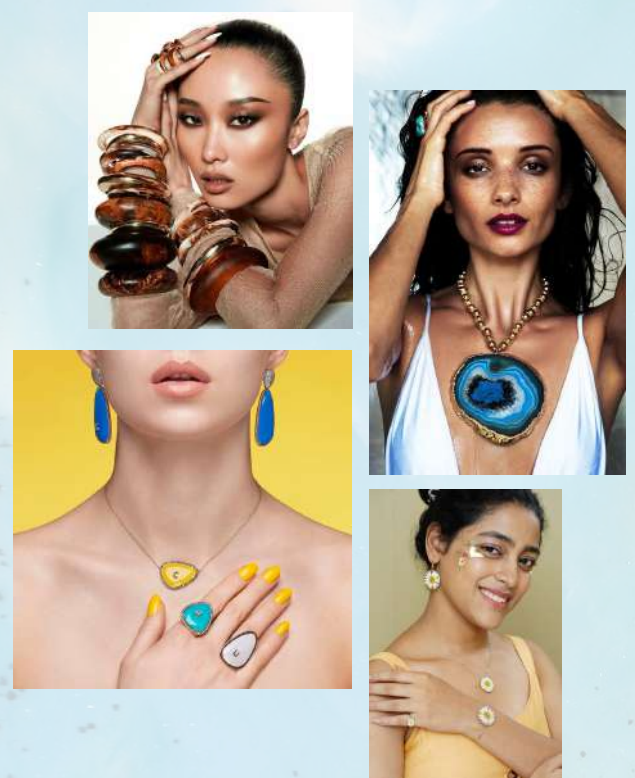
CRYSTAL CLEAR

NATURE INSPIRED

FLUID MOTIONS



CONSUMER BOARD:



Resin jewelry attracts fashion lovers, gift seekers, and art enthusiasts for its unique, lightweight, and customizable designs.

DEMOGRAPHICS

AGE GROUP:
15-35 YEARS.

GENDER:
Primarily female (but unisex designs for inclusivity).

LOCATION:
Urban & semi-urban areas, college students, young professionals.

INCOME LEVEL:
Middle to upper-middle class (affordable luxury segment).

MATERIAL BOARD:

EPOXY RESIN



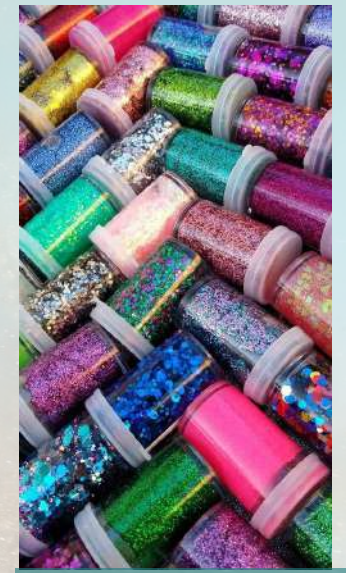
TORCH



GLITTERS



MOULDS



PIGMENTS

DRY FLOWERS



STONES

MAKING PROCESS:



TOOLS, PRESERVATIVES & MOULDS

FINAL OUTCOME:

