

ITHIHAAS

“A reminiscence of the past ”



Authentic; Affordable; Handcrafted

“ITHIHAAS”

A reminiscence of the past

The exclusive collection Ithihaas, handcrafted through traditional heritage craftsmanship of south which takes inspiration from an equally resonating time honoured and rich cultural heritage of down south of India, the Chettinad is an opportunity for every women of today to celebrate and appreciate the past





DESIGN BRIEF

Design a new collection of traditional closed setting style of Jewellery of Kemp with a new innovation in this category by introducing them in 18K gold without wax filling for the consumers of **GRT Jewellers**

PROJECT OBJECTIVE

Crafting a new story that evokes a sense of nostalgia to create a sense of deeper emotional connect to the jewellery of fine craft and legacy

Giving a facelift by redefining old components by adding in newer feature components from the past to instigate a sense of stronger emotional connect

EXISTING CONSUMER STUDY OF THE CATEGORY (ANALYSIS)

WHAT

The consumers are acclimated to the existing old traditional designs that are offered over time. Hence the introduction of newer designs that would excite and intrigue them can be done by bringing in combinations of old and newer elements delicately.

HOW

As an effort to fulfil the above, primarily the design elements of this iconic traditional craft of jewellery is given a facelift with the introduction of newer elements subtly from an equally historic rich culture of south, making it a rich memory walk along the old charms of south for each and every wearer adorning this.

WHY

The subtle introduction of newness and innovation to the timeless jewellery style of the past instead of drastic change is a chance for women of today to adapt to the newness by appreciating the past without having to comprise on her desire for refresh as well as originality.



STYLE PREFERENCE

"She is deep-rooted, embraces authenticity, and craftsmanship; she who believes in timelessness of artefacts, she who is the believer of her priced possession as her pride possession."

ATTITUDE

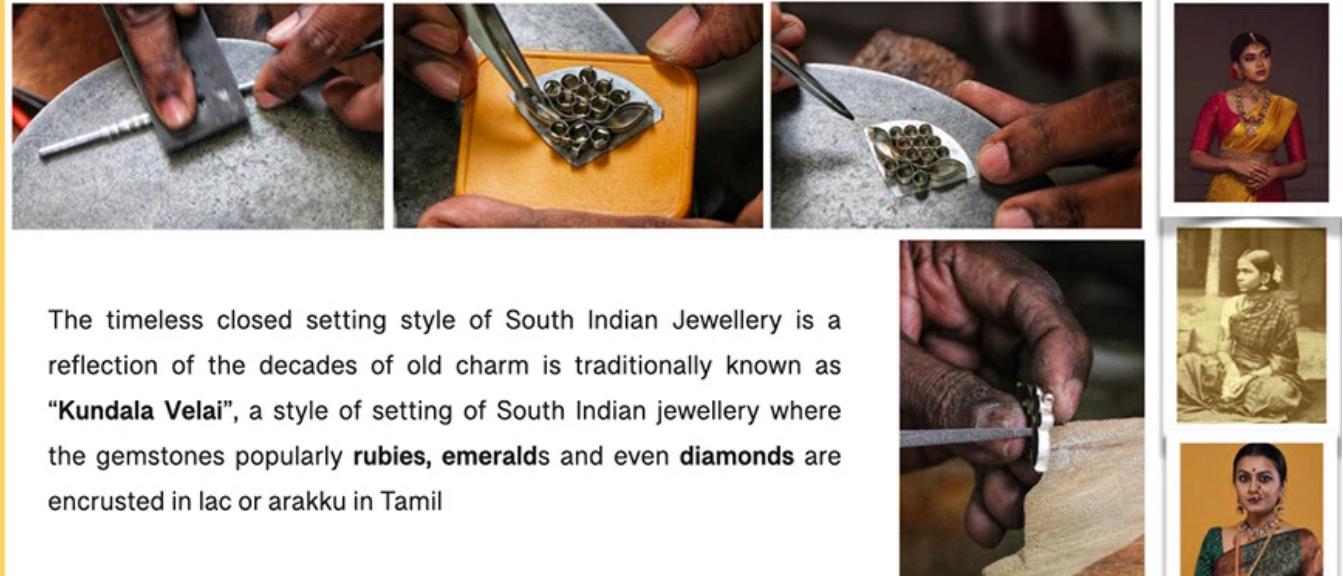
- She likes to invest in things when it comes to adorning herself and the things around her.
- Deep rooted women who values authenticity and originality.
- Rooted in the essence of traditions and culture but yet forward.
- Has strong moral values for-appreciating and respecting her culture and traditions.
- Sophisticated lady who likes to be involved in social gatherings with friends and family.



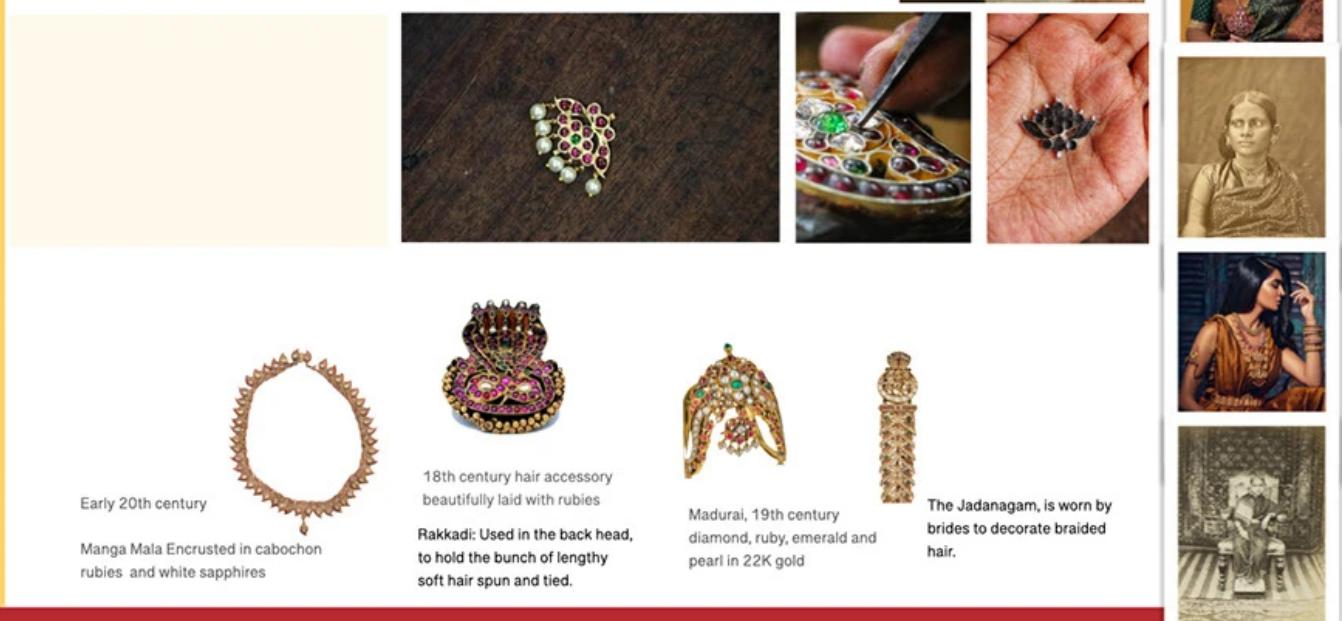
CLIENT AGE GROUP :	40-50yrs
CLASS:	Upper middle class, elite class
ANNUAL INCOME:	15lakh and above
MARITAL STATUS :	Married women
OCCUPATION :	Homemakers/Working women, self-employed
LOCATION:	South India

JEWELLERY OF SOUTH

The traditional jewellery of south is a mesmerising play between gold which plays a very crucial role of purity and prosperity, and precious gemstones such as kemp stones like rubies, diamonds etc that is backed up fine craftsmanship and heritage.



The timeless closed setting style of South Indian Jewellery is a reflection of the decades of old charm is traditionally known as "**Kundala Velai**", a style of setting of South Indian jewellery where the gemstones popularly **rubies**, **emeralds** and even **diamonds** are encrusted in lac or arakku in Tamil



Early 20th century

Manga Mala Encrusted in cabochon rubies and white sapphires



18th century hair accessory beautifully laid with rubies

Rakkadi: Used in the back head, to hold the bunch of lengthy soft hair spun and tied.

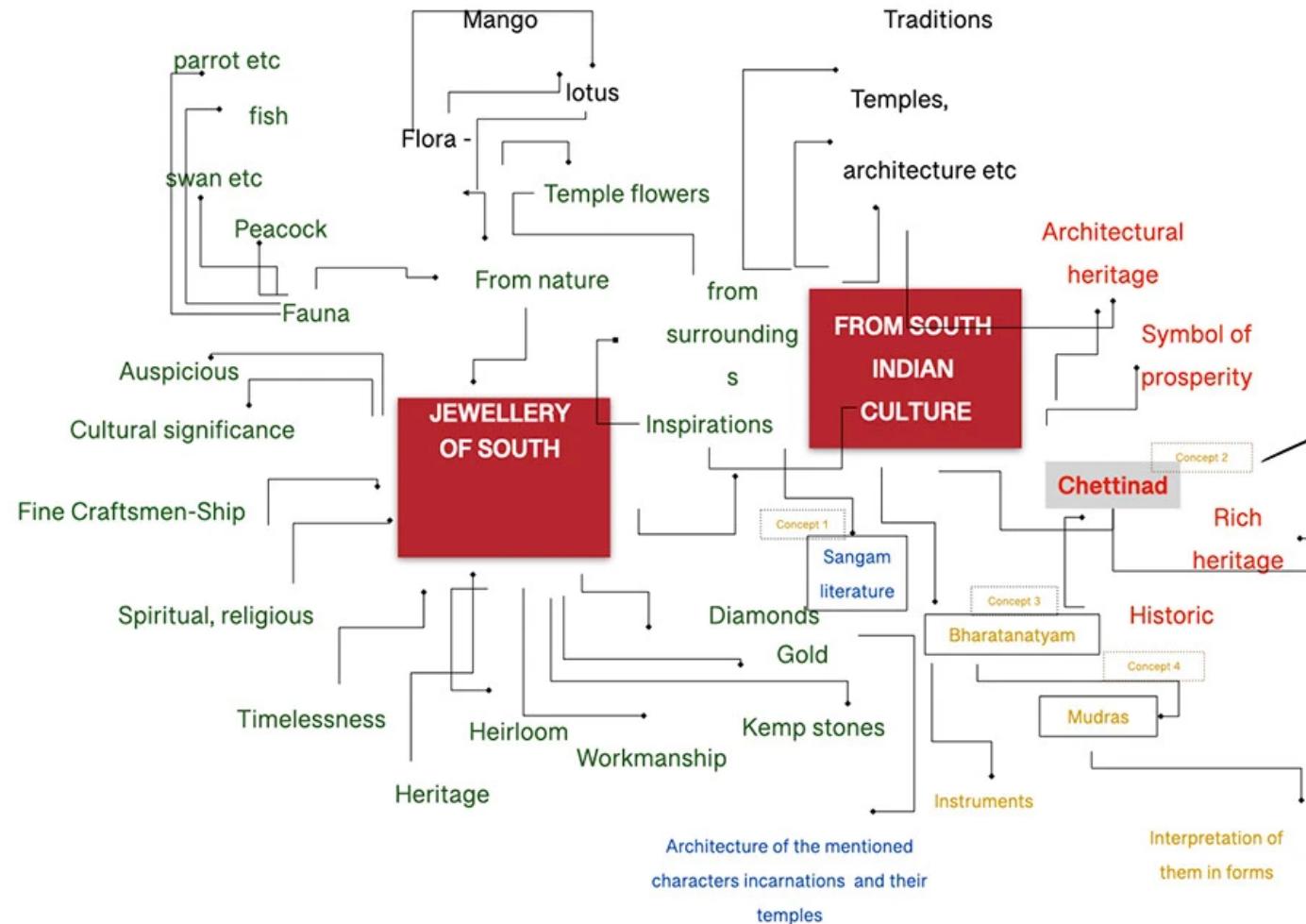


Madurai, 19th century diamond, ruby, emerald and pearl in 22K gold

The Jadanagam, is worn by brides to decorate braided hair.



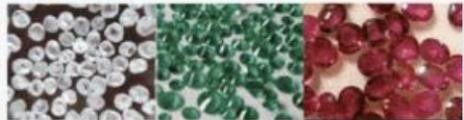
CONCEPT
BRAINSTORMING



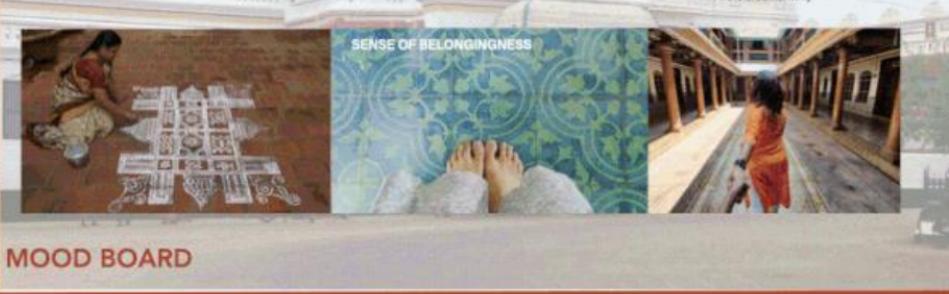
**“Palaces
of
illusion”**

**Architecture
of
Chettinad mansions**

MATERIAL



WARMTH OF THE PAST



“ The magnificent mansions of Chettinad hold the great riches of the world, and tells the story of extravagance and grandeur ”



Reworked motif after combining the elements of chettinadu features.



DIRECTION ROOT MAP

The existing traditional jewellery with regard to the motifs and design was studied under the company



Not much newness in the products offered with regard to the exploration of old design elements
Most traditional motifs lacked clear distinction



The peacock motif, a primary traditional motif that has potential customer attraction and desirability was chosen forward for the entire collection, improvised and innovated by newer elements.)



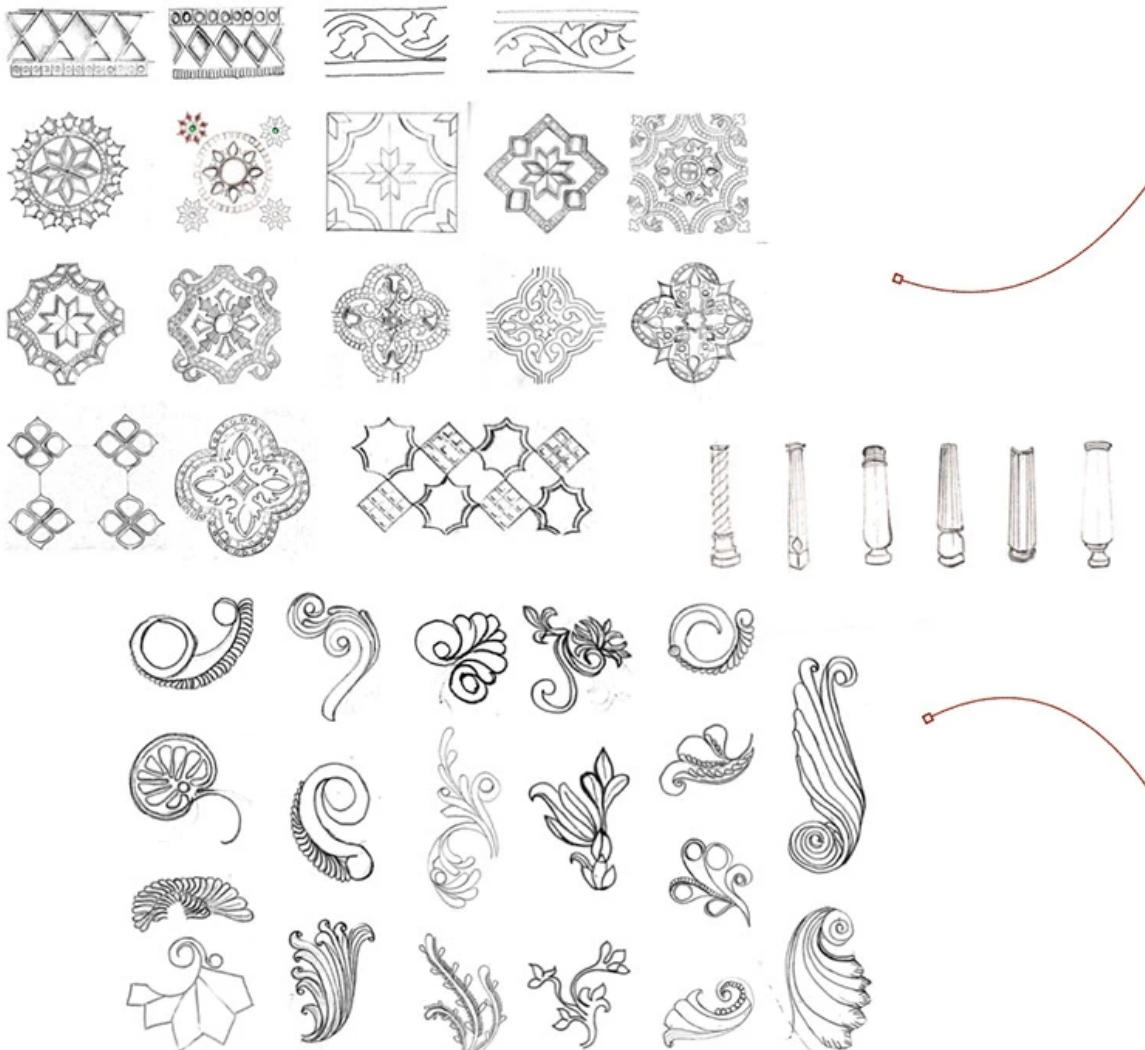
CONCLUSION

Aspects looked upon while reworking

- More defined
- Distinguishable
- Fresher design styles
- Easily identifiable



MOTIFS GENERATION FROM THE INSPIRATIONAL ELEMENTS



Athangudi Tiles: Unique, Sophisticated Expression of Culture



Chettinad houses : characterised by beautifully carved Burmese teak, marble or granite pillars



Belgian Glassworks

Chettinad houses marked by a series of elegant windows lining them



Ornamental Details From Carved Wooden Features

HARAMS



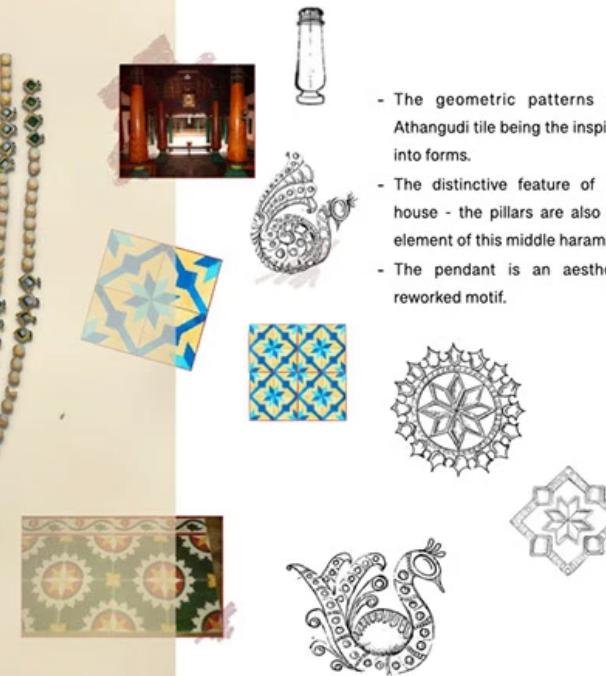
The patterns draw inspiration from the graceful Athangudi tile (patterns) of the Chettinad houses that is being converted into forms for the necklace.

- Elegant balustrades adorning the chettinad houses.

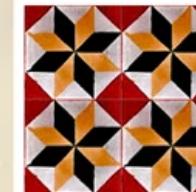
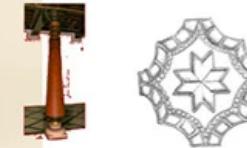
HAND RENDERED ILLUSTRATIONS OF FINAL PIECES



- The geometric patterns of the handmade Athangudi tile being the inspiration are converted into forms.
- The distinctive feature of every Chettinadu house - the pillars are also a prominent design element of this middle haram.
- The pendant is an aesthetic play with the reworked motif.



SHORT NECKLACE



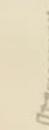
- Elements in the short necklace are inspired from the charming pillars of the Chettinadu houses.
- Athangudi tile patterns being secondary motif for neckpiece.





- The central element of the Chandbalis is inspired from the Athangudi tile pattern.
- Elements used are also inspired from the charming pillars of Chettinad houses

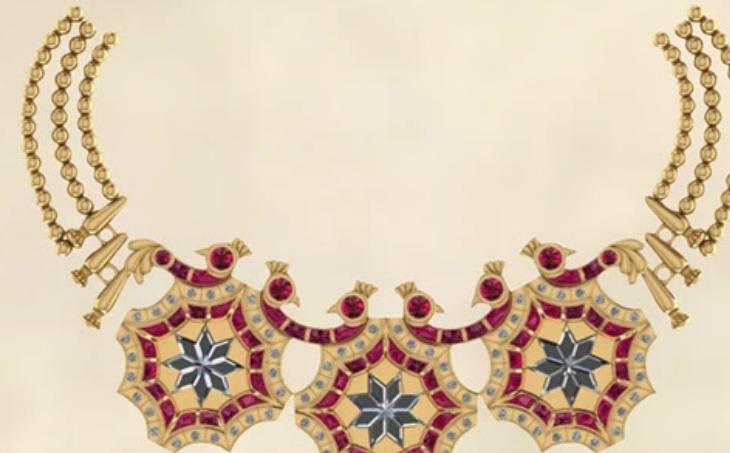
- 100 pieces ranging from Long harams to bulaks



- Pillars of Chettinad mansions are taken as inspiration for the design element of the bangle.
- Patterns from the Athangudi floor tiles that adorn the Chettinad mansions.

3D RENDERINGS







PRODUCT NAME: COLLAR NECKLACES

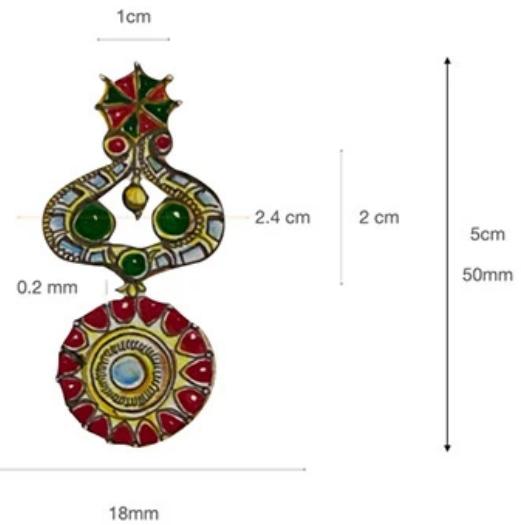
Gold : 18k

No of gold balls : 26 (52 on both sides) (high gloss)* 0.25mm

Uncut diamond - round shape: 72*0.75mm

Rubies oval: 6* 1.50*2

Rubies (glass filled)- Round shape:2



PRODUCT NAME: DROPS

Gold : 18k

Emerald round shape : 2* 2.2mm

Rubies (glass filled)- Round shape:2 * 1mm

Uncut diamond - round shape: 1*1.75mm

Gold balls-1.5mm, matte finish

Approx weight 20g



PRODUCT NAME: SHORT HARAM

Gold : 18k

Emerald round shape : 2* 1.75.mm

Gold hanging balls: 6 *1.75mm (high polish)



PRODUCT NAME: SHORT NECKLACE

Gold : 18k

Emerald round shape : 2* 2.2mm

Rubies (glass filled)- Round shape:3, pear shaped ruby- 32, oval shaped rubies

Emerald -shape: 1*1.75mm