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## DESIGN BRIEF

Design an accessory which is traditional and has functions.

## POP JEWELLERY DESIGN

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### BRIEF

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#### INITIAL BRIEF

To design an accessory which is traditional and has functions.

#### BRIEF AFTER RESEARCH

The accessory blends traditional aesthetics with functional design, drawing inspiration from pop paintings. It merges vibrant colors, bold patterns.

#### PRODUCT CATEGORY

Earrings  
Pendant

## BRAINSTORMING WORDS:

### TRADITIONS

CULTURE    RITUAL    CEREMONY    BELIEF  
 ROOTED    POP ART    HERITAGE    CUSTOMS  
 HISTORIC    VINTAGE    PROTOCOL

### FUNCTIONS

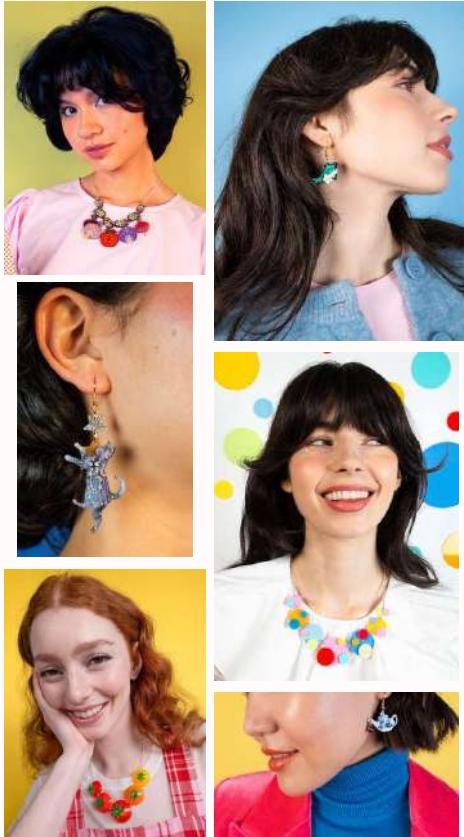
SAFETY & SECURING    CONVENIENCE    ENTERTAINMENT  
 FASHION & STYLE    ENHANCEMENT    CUSTOMIZATION  
 USEFULLNESS    LONGEVITY

### FINALISE WORDS

CUSTOMIZATION

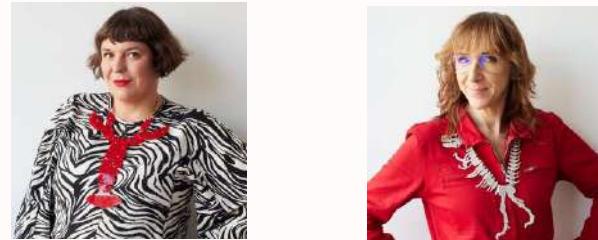
POP ART

## RESEARCH BOARD:



### PRODUCT RANGE

*Rosie Wolfenden MBE* *Harriet Vine MBE*



**Tatty Devine®**  
25 Years

Bold & Playful Jewellery Since 1999. Founded by Harriet and Rosie in East London, Tatty Devine turns everyday objects into statement jewellery. With a DIY spirit and a punk edge, they create 300+ unique designs yearly, all handmade in the UK. Their bold pieces, loved by fans and Vogue alike, include collaborations with icons like Bowie and Frida Kahlo..

### MATERIAL & COLOUR



ACRYLIC

### INFLUENCERS



EMMA PILLEMER

KATERINA PEREZ



## MOOD BOARD:



This mood board celebrates vibrancy, maximalism, and unconventional self-expression, merging Y2K nostalgia, neon pastels, and funky elements. It draws inspiration from bold makeup, surreal accessories, and exaggerated silhouettes, creating a whimsical, avant-garde, and playful visual narrative. The fusion of retro and futuristic aesthetics evokes confidence, creativity, and individuality, making it a fearless, eye-catching, and energetic concept that breaks boundaries between fashion, art, and fantasy.

## INSPIRATION:

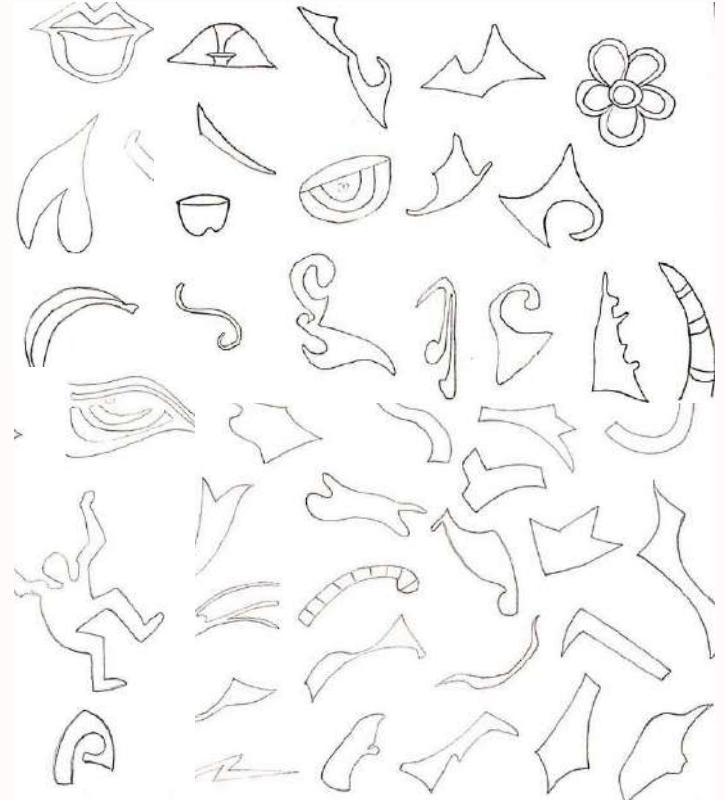
Each form shown on the right has been inspired by the pop paintings such as the forms of the painting.



*Popart*



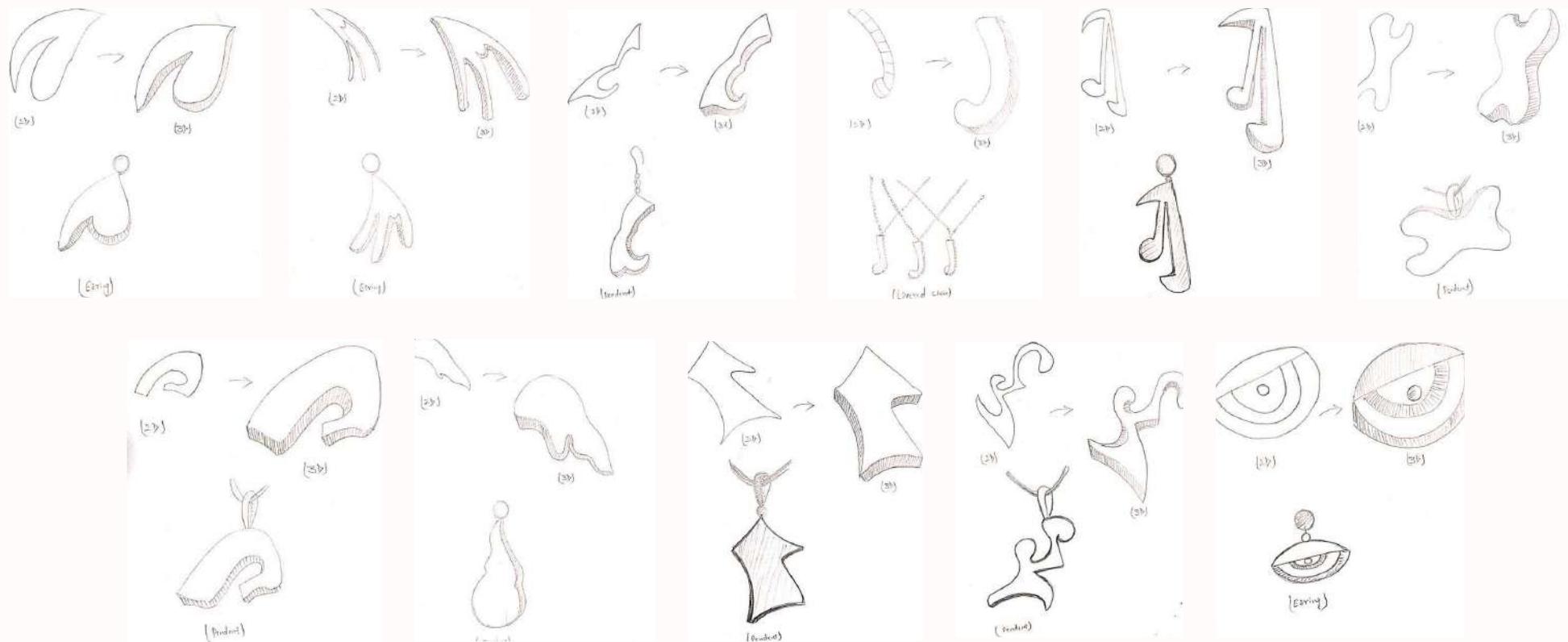
## IDEATION:



*forms*

Each forms Shown is  
hand-drawn and scanned.

## FORMS AND CONCEPTS EXPLORATIONS:



## CONSUMER BOARD:



Pop jewelry users in urban areas are trendsetters who seek bold, unique accessories, valuing affordability, self-expression, and online shopping convenience.

## DEMOGRAPHICS

### AGE:

Primarily 16–35 years, Gen Z & Millennials.

### GENDER:

Predominantly female (but increasingly gender-fluid and unisex).

### INCOME LEVEL:

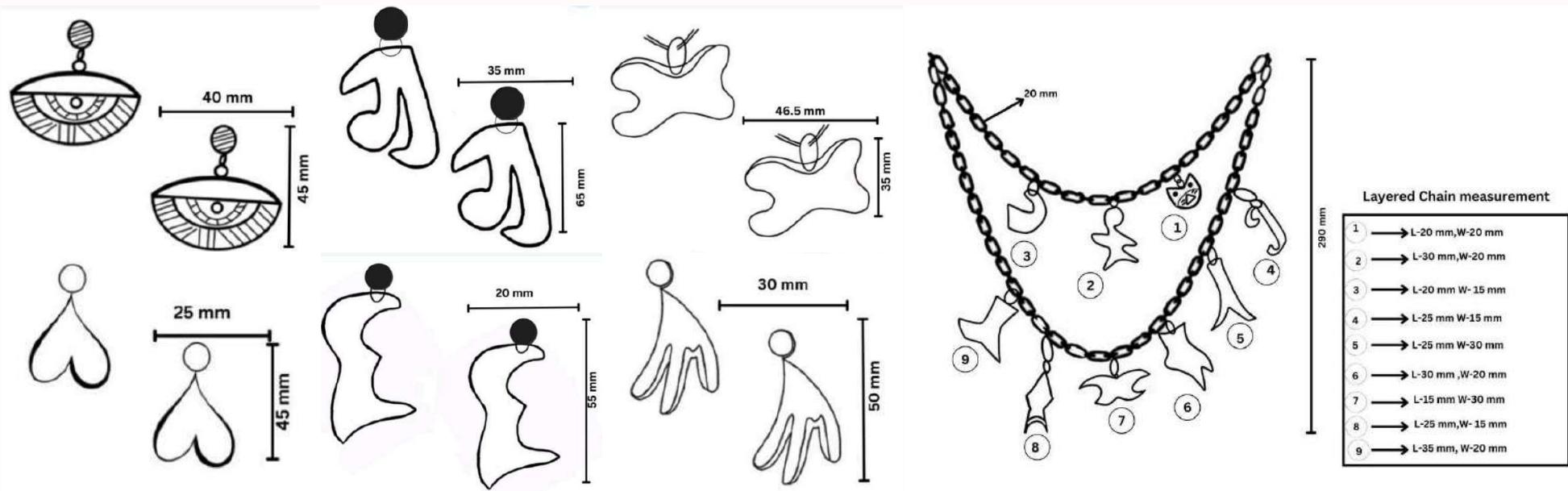
Middle to upper-middle class and young professionals & college students.

## MATERIAL BOARD:

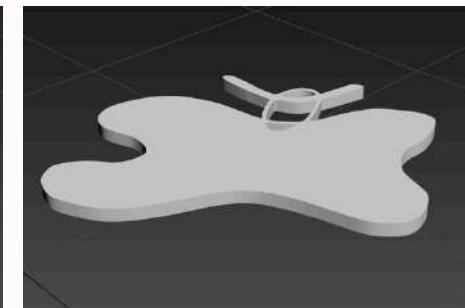
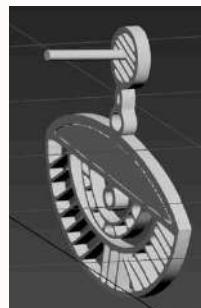
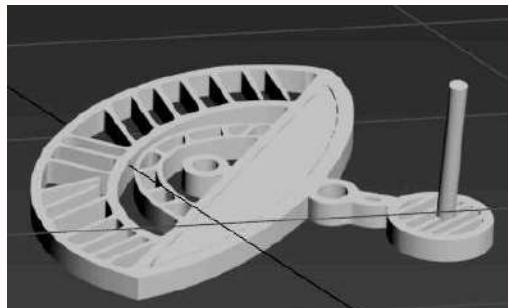
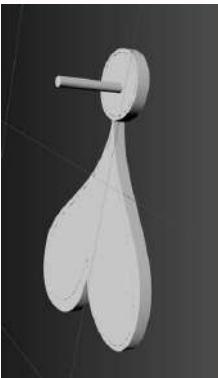
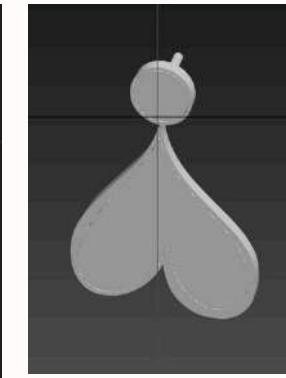
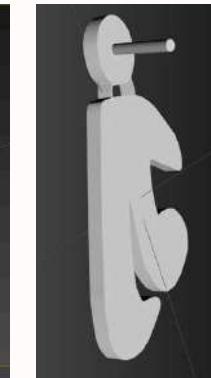
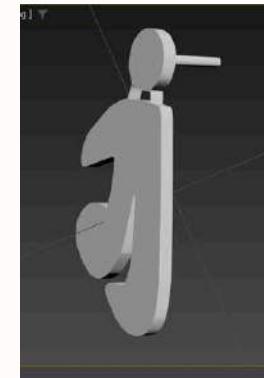
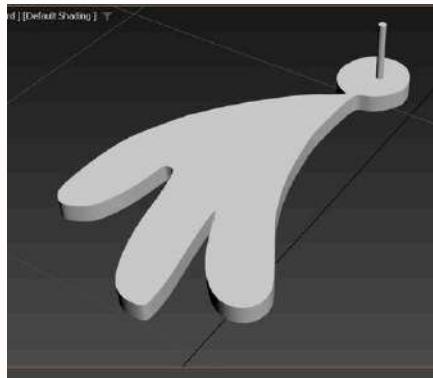
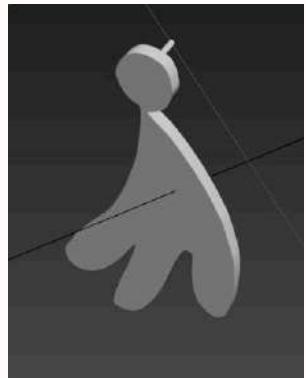




## TECHNICAL SHEET:



### 3D Drawing:



**DIGITAL RENDERED:**

## MAKING PROCESS:



**FINAL OUTCOME:**