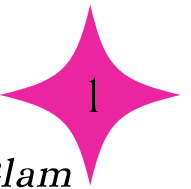




POP *Glam*



DESIGN BRIEF

Design an accessory which is traditional and has functions.

POP JEWELLERY DESIGN



BRIEF

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
Pendent

01

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

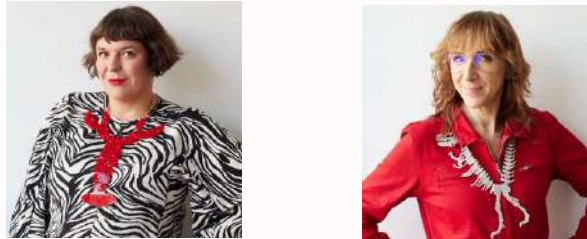
POP ART

RESEARCH BOARD:



PRODUCT RANGE

Rosie Wolfenden MBE Harriet Vine MBE



Tatty Devine®
25 Years

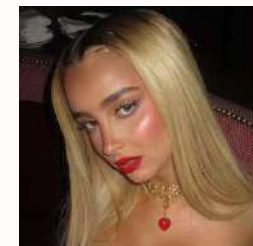
Bold & Playful Jewellery Since 1999. Founded by Harriet and Rosie in East London, Tatty Devine turns everyday objects into statement jewellery. With a DIY spirit and a punk edge, they create 300+ unique designs yearly, all handmade in the UK. Their bold pieces, loved by fans and Vogue alike, include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

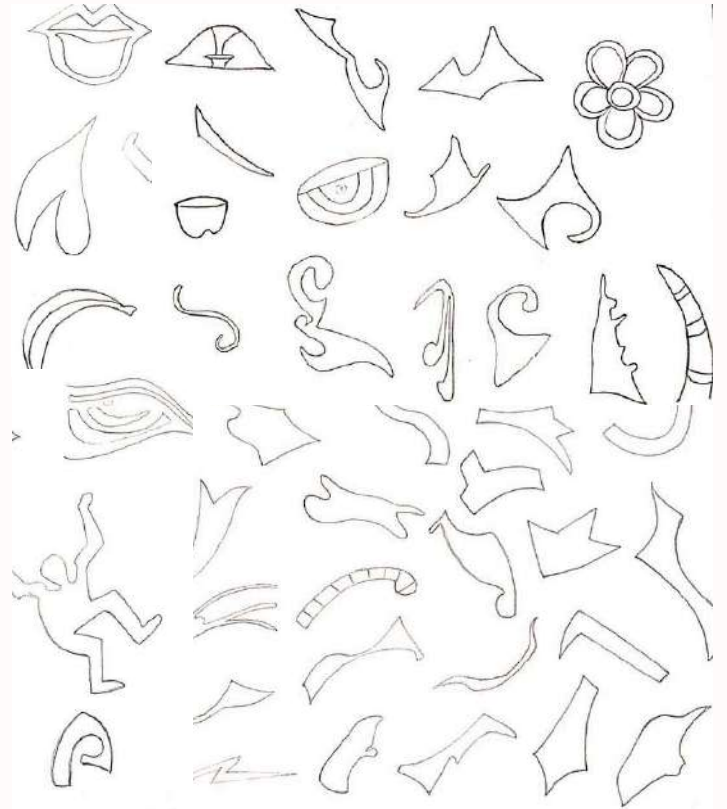
Each from shown on the right has been inspired by the pop paintings such as the forms of the painting.



Pop art



IDEATION:

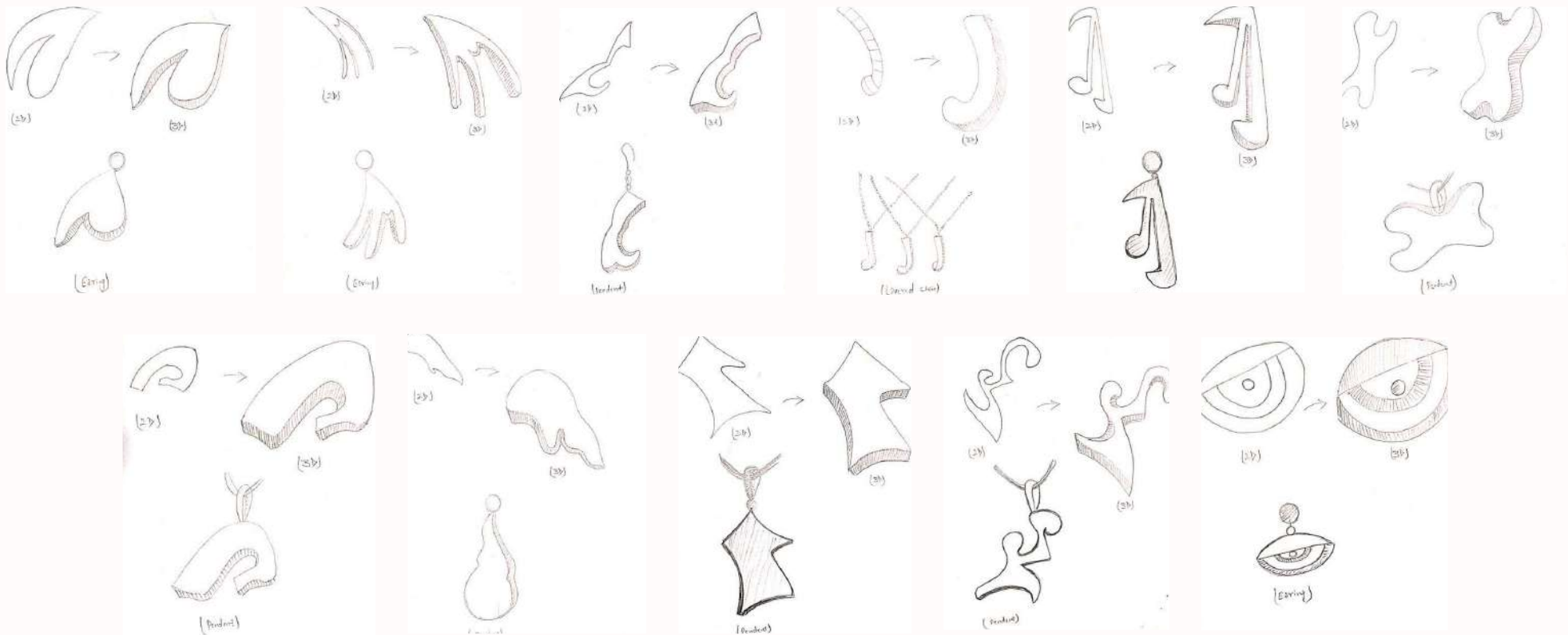


Forms

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:

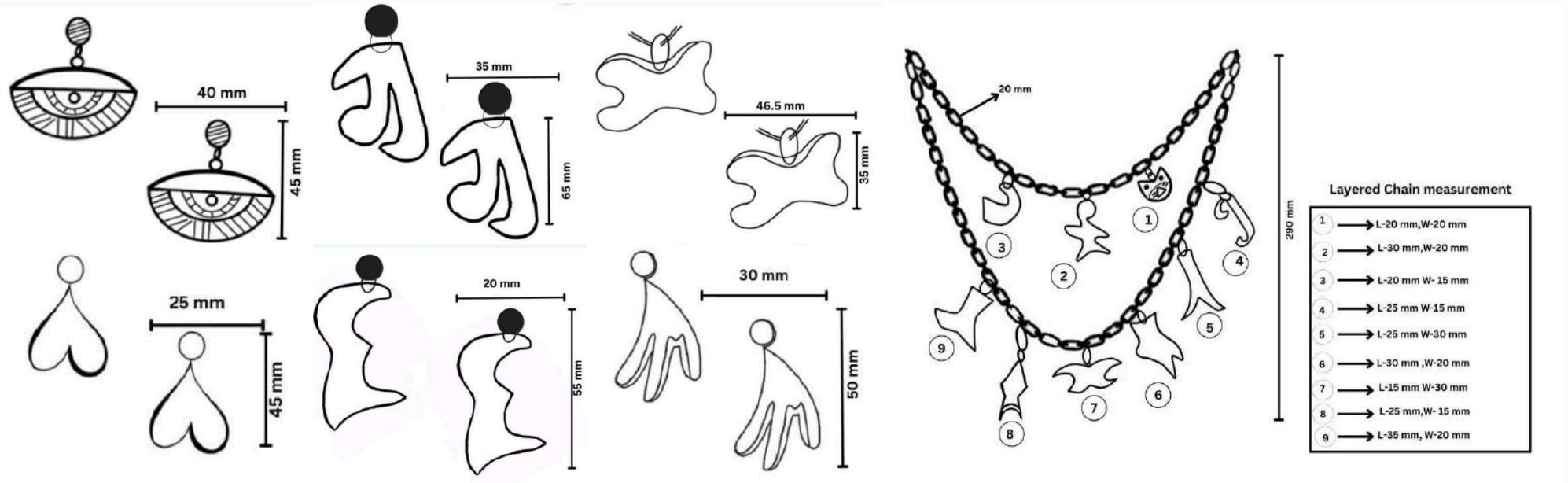
Middle to upper-middle class and young professionals & college students.

MATERIAL BOARD:

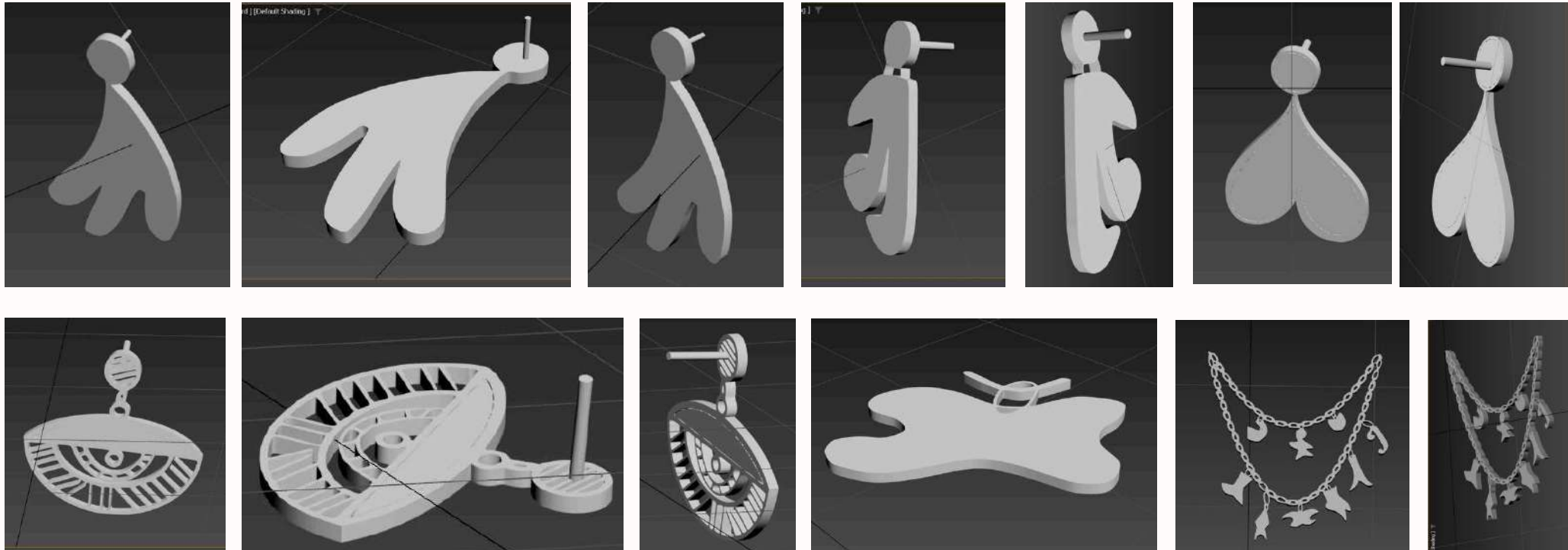




TECHNICAL SHEET:



3D Drawing:



DIGITAL RENDERED:



MAKING PROCESS:



FINAL OUTCOME:

