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**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



INFLUENCERS



PRODUCT RANGE



STALLS



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.

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.

INSPIRATION:

FLORA & RESIN

METALLIC TEXTURES



EARTHY TEXTURES



ABSTRACT PATTERNS



CRYSTAL CLEAR



NATURE INSPIRED

FLUID MOTIONS

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.

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.

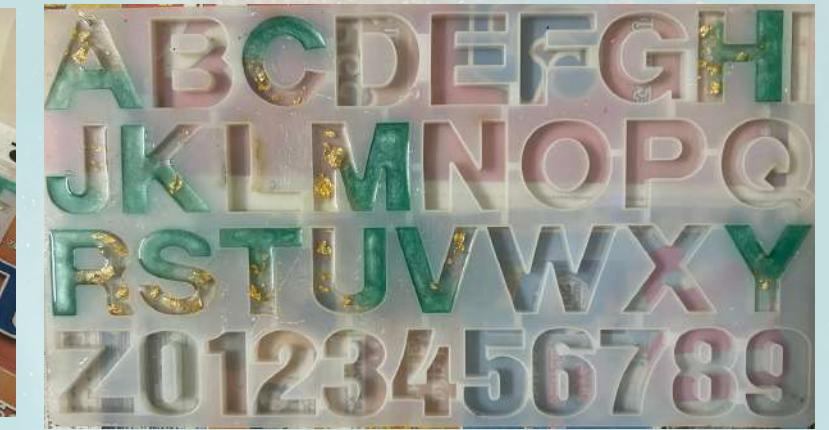
INCOME LEVEL:

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

MATERIAL BOARD:

EPOXY RESIN	TORCH	GLITTERS
MOULDS		
DRY FLOWERS		
		PIGMENTS
STONES		

MAKING PROCESS:



TOOLS, PRESERVATIVES & MOULDS

FINAL OUTCOME:

