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## DESIGN BRIEF

Design a jewellery inspired by the colors, motifs, and painting style of Manjusha art.

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MANJUSHA

*Abhushan*



## MANJUSHA ABHUSHAN

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### BRIEF

#### INITIAL BRIEF

To design an accessory which is inspired by the colors, motifs, and painting style of Manjusha art.

#### BRIEF AFTER RESEARCH

The jewelry seamlessly blends traditional aesthetics with Manjusha art motifs and colors, merging intricate patterns and vibrant hues for a striking, culturally rich accessory.

#### PRODUCT CATEGORY

Necklace  
Earrings  
Rings

## RESEARCH BOARD:

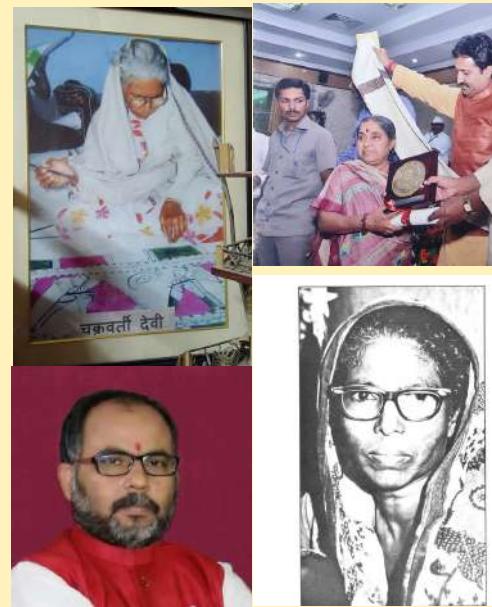
### ORIGIN



### VISIT



### FOUNDER



### BORDERS



### PRODUCT RANGE



### MANJUSHA INSIGTS

Manjusha craft is a traditional folk art form from Bhagalpur, Bihar, known for its vibrant colors and mythological themes. It originated as ritualistic paintings on boxes used for Bishahari Puja, dedicated to the snake goddess Manasa. The art features bold outlines, geometric patterns, and depictions of deities, flora, and fauna. Created using natural dyes and handmade paper, Manjusha craft symbolizes storytelling and cultural heritage, gaining recognition as Bihar's second folk art after Madhubani.

## TREND STORY: FOLK TO FASHION



Bold and vibrant, Manjusha Folk Art undergoes an innovative reinterpretation, blending heritage with contemporary aesthetics.

This dynamic tradition evolves beyond rituals, inspiring textiles, accessories, and digital prints. A true cultural fusion, it transforms folklore into fashion, where handcrafted motifs meet modern silhouettes, celebrating timeless artistry with a fresh, trend-forward appeal.



## INSPIRATION:

### MYTH & MOTIF

#ffde59

#bo0eoe

#29371b

#eb259f



## MOOD BOARD:

### THE MANJUSHA MOOD



## CONSUMER BOARD:



These consumers value heritage, craftsmanship, & sustainability, seeking ethical, handcrafted pieces with cultural significance & timeless artistic appeal.

## DEMOGRAPHICS

**AGE:** 25–50 years old, including young professionals, art enthusiasts.

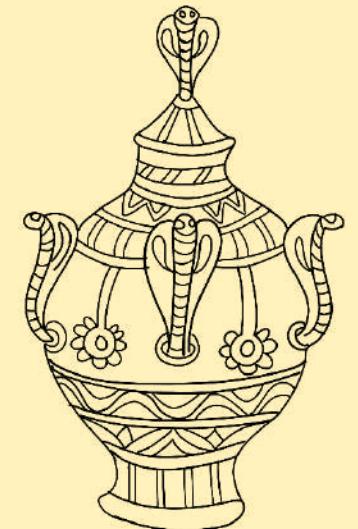
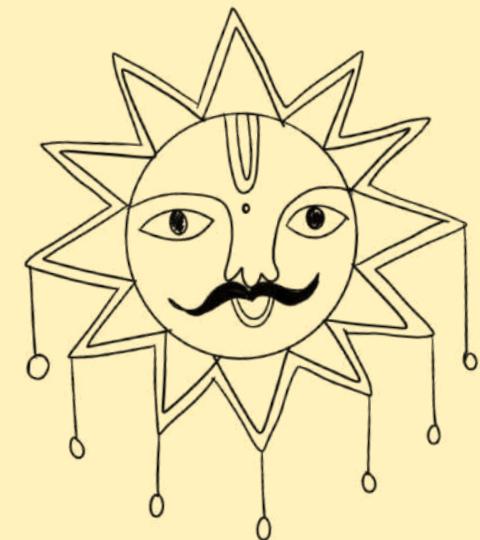
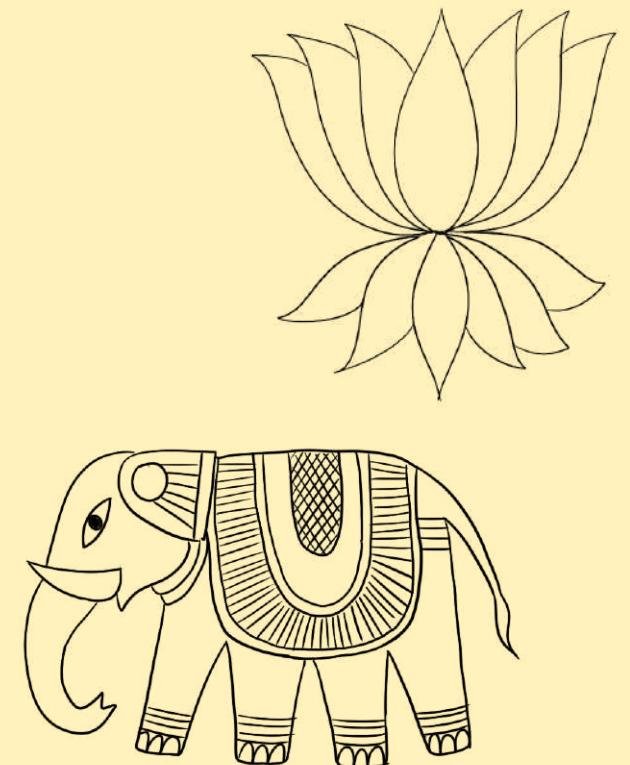
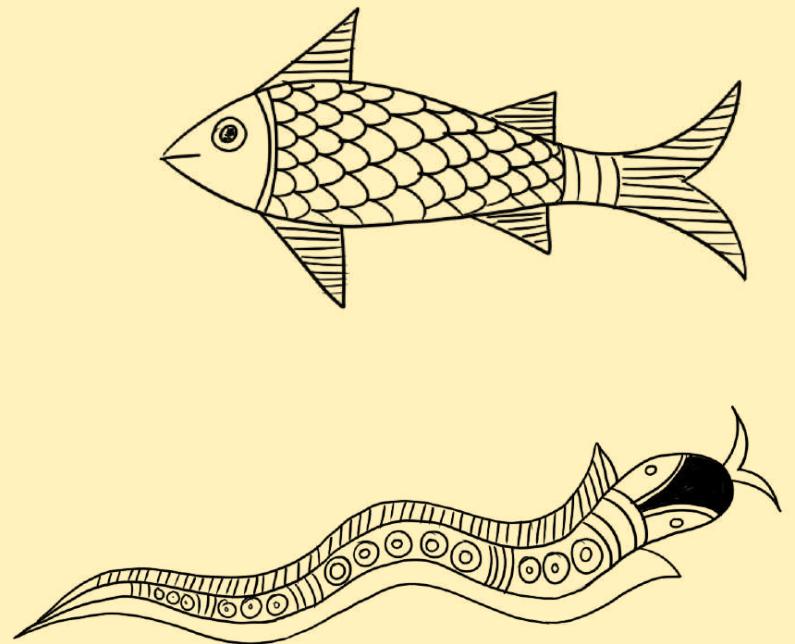
**GENDER:** Predominantly female, but also appeals to men interested in artisanal and heritage jewellery.

**LOCATION:** Urban and semi-urban areas with an appreciation for traditional craftsmanship, including metro cities and heritage-rich regions.

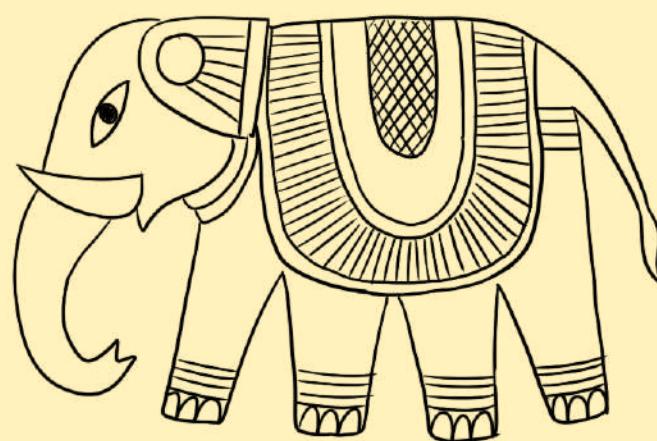
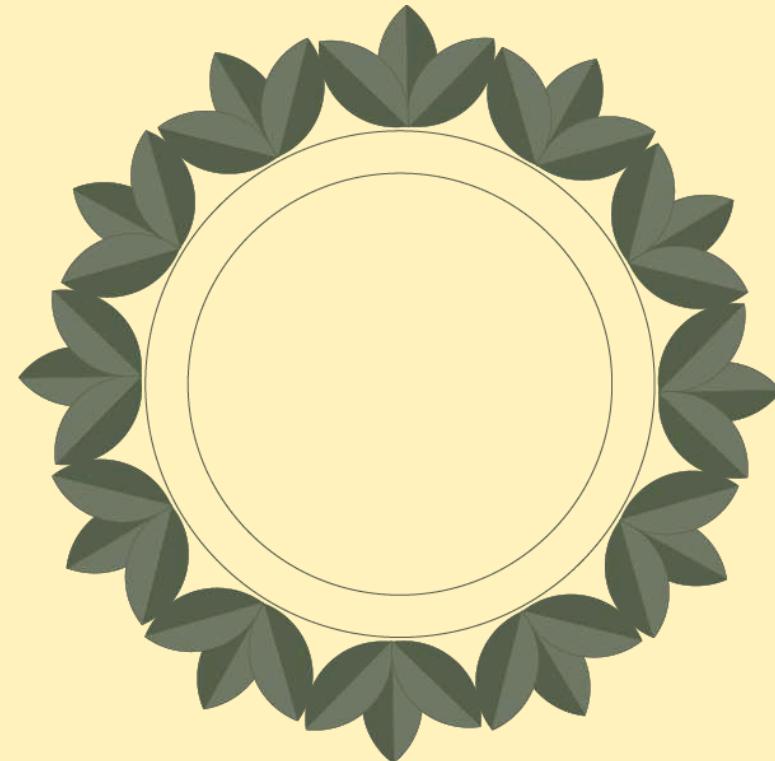
## MATERIAL BOARD:



## FORMS AND CONCEPTS EXPLORATIONS:



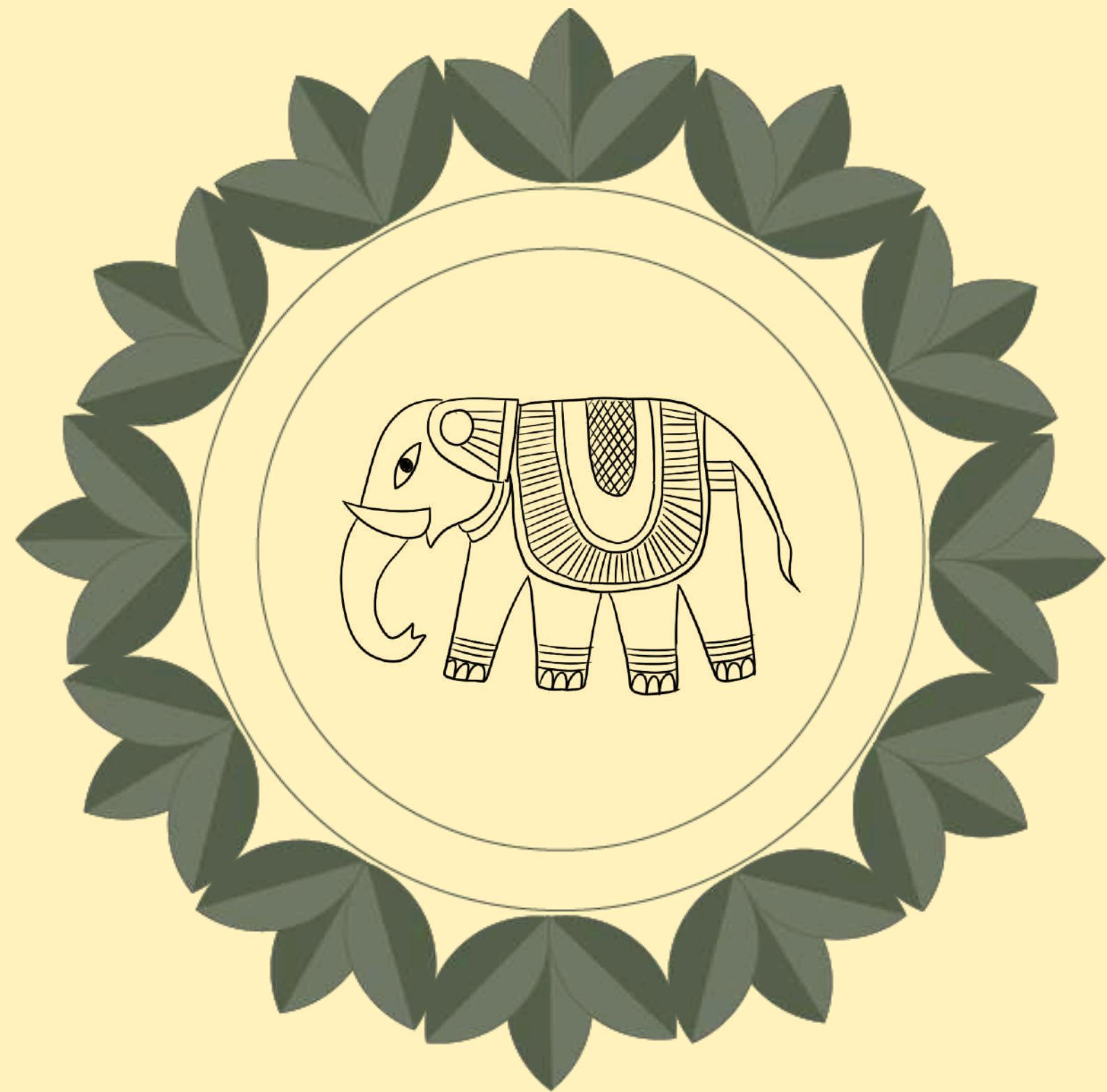
## FINALIZED FORMS:



For my Manjusha-inspired jewelry, I have intricately incorporated Belpatra, symbolizing devotion and purity, the elephant, representing wisdom and strength, and the woman motif, embodying grace and resilience. Each element weaves a story of tradition and artistry, creating timeless pieces that celebrate heritage, empowerment, and the spirit of handcrafted elegance.



## CONCEPTUALIZATION:



## TECHNICAL SHEET:



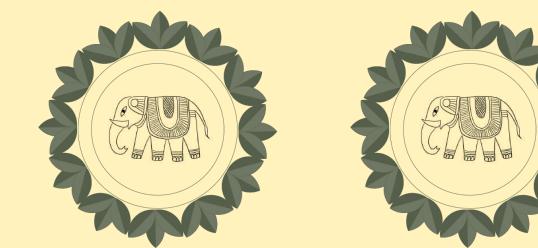
NECLACE- 2



RINGS

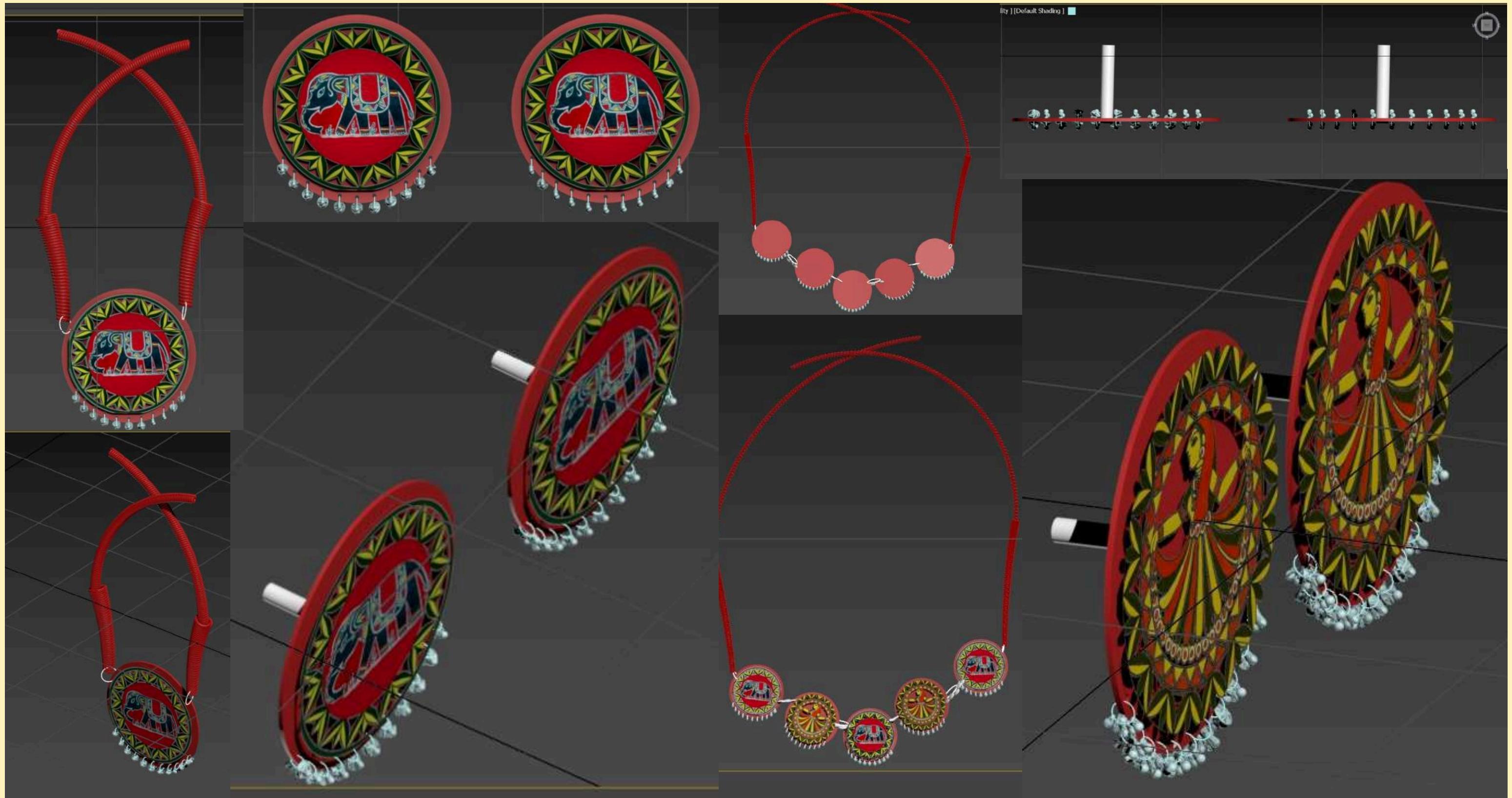


NECLACE - 1



EARINGS

## 3D Drawing:



## DIGITAL RENDERED:



## MAKING PROCESS:



## FINAL OUTCOME:

