

# GRADUATION PROJECT LIFESTYLE AND ACCESSORY DESIGN (BACHELOR OF DESIGN)

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Vol. 1 of 1

ProjectTitle:

**Jewellery Development for Tyaani**

Name:

**Fatema Murabbi**

Project Mentor:

**Shweta Rai**

**2022**





The Graduation Project Evaluation Jury recommends **Fatema Murabbi** from **Lifestyle Accessory Design** for the Master/Graduation Degree of **unitedworld institute of Design (gandhinagar)** herewith, for the project titled **Jewellery development for Tyaani by Karan Johar**.

Chairman

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Signature

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Organization

Members

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Subsequent remarks regarding fulfilling the requirements

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Registrar (Academics)

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Written and designed by **FATEMA MURABBI**  
under the guidance of **SHWETA RAI**.

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May, 2022.

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#### GRADUATION PROJECT COMPLETION CERTIFICATE

To,  
Unitedworld Institute of Design, Gandhinagar

This is to certify that **Fatema Murabbi** has completed her Graduation Project with our organization in **Design Department** as an Intern from **1<sup>st</sup> February 2022** till **30<sup>th</sup> April 2022**.

Fatema Murabbi has been found to be highly sincere, committed, hardworking, Progressive and professional towards her work and henceforth we are glad to offer her the position of **Jewellery Designer** at Tyaani by Karan Johar.

  
Signature of the industry Mentor

  
Signature of Primary Partner at Tyaani

Place: *Mumbai*

Date:

For TYAANI JEWELLERY LLP  
PARTNER



Stamp of Tyaani Jewellery LLP

TYAANI JEWELLERY LLP

2nd Floor, Bandra 190, Turner Road, Bandra (W), Mumbai - 50 | T: +91- 22- 26559725

f @ P/TyaaniJewellery





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## ACKNOWLEDGEMENT

I would like to extend my gratitude by thanking United World Institute of Design. This institute has provided me with the strength, resources and the will to achieve my dreams of becoming a successful lifestyle accessory designer. The faculties and their immense knowledge and support has always encouraged me to go on and achieve for more. It was here where I was taught how to work under pressure which was of so much help during my graduation project at Tyaani Fine Jewellery.

My special thanks to Mr. Shravan Satyani, Managing Director of Tyaani Fine Jewellery for giving me this golden opportunity to work with Tyaani.

I thank Ms Komal Bhawna, HOD of design and manufacturing for her guidance and for believing my skills and capabilities. She guided me during all the challenges I faced and helped me finding solutions of them too. Her friendly and humble nature binded me to the company.

I express my heartfelt gratitude to my mentor, for taking me under her wings and helping me in my quest for understanding the working of the company, the design process, manufacturing process, market realities and logistics. I am highly indebted to the design team for sharing with me, not just their workspace and knowledge but also their idea and motivating me to work harder.

I would further like to extend my gratitude to Mr. Ajay Chowdhary, the Head of Department (LSA) at UID. He has been an amazing role model with an impeccable amount of knowledge and wisdom.

Prof. Shweta Rai, my internal faculty guide, has been a backbone and a support system throughout the commencement of the graduation project. I am grateful to her for guiding me with all her experience at every step and clearing out the smallest of doubts. All my faculties, lab assistants at UID have played an extensive role in helping me reach at this stage. I take immense pride as I had chosen this esteemed institute for my career in the field of design.

Last but not the least, I would like to thank my family and friends who have encouraged and supported me throughout the journey and will continue to do so, no matter what.

## SYNOPSIS

I completed my Graduation Project at TYAANI BY KARAN JOHAR, Mumbai.

Tyaani is a brand name that goes with superior craftsmanship, exclusive designs and superlative product quality.

At Tyaani, jewellery is not a product but a manifestation of artistry and their exquisite range of jewel pieces strike the perfect balance between traditional charm and contemporary appeal.

Tyaani strive to deliver excellence and consistently. From the craftsmen and designers, to their creations and the showrooms that sell them. Throughout my journey at Tyaani, I calliberated my efforts in order to develop conceptual ideas with an aim to achieve designs keeping in mind the ethos of the current Indian jewellery market and its changing demands and preferences along with its feasibility from a retailing perspective.

The project was aimed at developing a comprehensive ability of macro level understanding of international markets, changing trends with fashion scenario and micro level hands on learning about materials, technology, production, construction, finishes, design principle methodologies, design management and design communication in young professionals.

The amalgamation of the theoretical knowledge with the practical understanding forms the last step to ending the degree course successfully. The project being realistic, the sponsoring industry jointly develops specific design briefs with the student, which the student works on during the project period. Based on the briefs, the student develops a minimum of two collections which are commercially viable at the end of the project. Each student thus develops a capability of understanding the brand image, identifying consumer needs, analysing market trends and developing products that are market oriented, but integrated in a way to provide a wholesome experience to the consumer.

The projects given to me empowered me at every step to understand my weakness and honour my designs to the ultimate level of sale ability and aesthetics for a given consumer. It gave me insight of understanding how a product should be designed keeping in mind the consumers and his/her needs, what material is feasible depending on the usage and how the product should be manufactured.

## ABOUT UNIVERSITY

Karnavati University, located in Gandhinagar, is a State Private University dedicated to excellence in teaching and focused on interdisciplinary learning. The mission is to contribute to the society through academic excellence and diverse knowledge in a broad range of disciplines, from design and arts, to health and environment, business and humanities. Karnavati University offers courses in the field of Design, Business, Law, dentistry and liberal arts through its constituent colleges; United World Institute of Design (UID), Unitedworld School of Business (UWSB), Unitedworld School of Law (UWSL), Karnavati School of Dentistry (KSD) & Unitedworld School of Liberal Arts. The University's prime motive is not only to develop designers, lawyers, managers, researchers, media professionals and dentists but professionals with human values who make noteworthy contributions to the society. Karnavati University supports its students to succeed at every level to become wellrounded individuals and skilled professionals



## ABOUT UID

Unitedworld Institute of Design (UID), founded in 2012 as a constituent college of the Karnavati University, is one of the premier Design institutes of India. The institute aims to create globally sought after professionals who can exhibit their creativity and trigger novel trends. UID'S pursuit for excellence has made its name shine with an extraordinary record of success in a short span. UID offers a diverse range of UG and PG courses in the area of art & design. These programs are designed with strong professional emphasis and in close partnership with the industry. Every course has been structured to deliver insights into the importance of individual and collective creativity, be it theoretical assessment, design practice, curatorial evaluations or artistic considerations. UID strives to ensure that each student can maximize this insight and be able to challenge them to reach their highest potential as an artist, Designer and entrepreneur.





## ABOUT LSA

UID's Lifestyle Accessory Design, curriculum suffices in transforming individuals in sync with the dynamics of ever morphing trends and market ardor. With its already existing ace infrastructure and mentor/faculty pool (both within and consulting/ visiting/ contractual) from the best design institutes and paradigms of the country and abroad, School of Lifestyle Accessory Design contributes in the vast domains of Glass ware, Ceramics, Pottery, Leather and Jewellery precincts. Their curriculum is an absolute archetype,

stapled with various facets such as design anticipation, trends study, entrepreneurial skill development, space and form.

**LIFESTYLE AND ACCESSORY DESIGN** helps with analysis, material exploration, industry exposure, field studies, research and analysis, design contemplation and market viability. The programme is structured to inculcate various aspects of design as a value addition tool and the way design operates at various levels such as aesthetics, markets,

management, strategic as well as technology.

The program deals with products such as Timewear, precious metal adornment, Leather goods & accessories, Footwear, Glassware, Eyewear, Metalware and Headgear accessories programme enables you to develop skills & knowledge starting from concept to production, learning drawing, draping, pattern-making, garment construction, and fabric manipulation with traditional as well as contemporary techniques.

## ABOUT MENTOR

Shweta Rai, a graduate of Pearl Academy, with ten years of industry experience in luxury jewellery and lifestyle products. She has designed jewellery for celebrities for red carpet events, United States based luxury stores and celebrities. Shweta Rai was a member of the writing team of social incubation projects, funded \$50 Millions by Dell Foundation. She has executed Asia's largest non-farm artisans' livelihood development project in Rajasthan by developing jewellery designs for artisan clusters. She has worked closely with Fab-India in developing social enterprise for lifestyle handcrafted products for Dell Foundation and Dastkar Ranthambore. She has five years of design education experience, and has presented research in design education and practices in International Design Conferences. Her Design philosophy believes that design should create economic opportunities and have macro impacts.



## ABOUT ME

Hi I am Fatema, a Jewellery designer. I was a calm and an observant child always attracted towards arts and crafts , drawing and sketching and when I grew up it wasn't difficult for me to make a career choice always knew would make in design. Observing nature, bird, monument, people and everything gives me inspiration to create designs and adding more to it is my passion for travel which introduce me to new cultures, people and places. I put my imagination in forms to create design. Being in a learning environment I try to explore and use new materials as much as possible. My interest lies in sketching and exploring forms. I believe that by observing and playing with forms we can come up with simple and effective design solutions.





## PROJECT BRIEF

True to its strong industry focus, the successful completion of the programme depends on the learners ability to professionally demonstrate an all round competence through a real life industry project. The project format over its 4-6 months duration is structured around internationally followed design approaches and is a constructive experience for the learners and industry to appreciate and account for all important parameters governing a specific market / consumer oriented design development maximizing the partnering industries strengths.

Since the project is realistic in all its aspects the partnering industry is expected to jointly develop with learners a specific brief based on which the learners work out a detailed project proposal indicating working methodologies, approaches and schedules with a clear definition of the project outcome in styles and quantum of product & communication area. It is crucial that all schedules and infrastructure requirements from the industry is adhered to in order to ensure smooth functioning and professional outcome of the project.

It also helps the student realize his/her own strengths, weaknesses and interests. It provides a platform to the student to generate a professional design project for a particular client or the target audience. This experience is a major step for young designers to realize how the industry works before actually entering the industry. I have pursued my Graduation Project at Tyaani by Karan Johar, based in Mumbai, India. The duration of my project was of 3 months, i.e. from February 2020 to May 2020.



## WHY TYAAANI

Tyaani is an affordable line of Jadau Jewellery from the house of Satyani Fine Jewels.

Each piece of Tyaani Polki Jewellery is one of a kind. Since each piece of Polki is cut to match the original rough, no two pieces are identical. The uncut diamond is then meticulously handcrafted by skilled craftsmen in Rajasthan, making each piece of jewellery truly a work of art.

Unlike other jewellery e-commerce platforms, Tyaani.com controls the entire process of making every single piece of Polki.

Jewellery right from the designing, manufacturing and distribution. Thus guaranteeing you Tyaani Originals, which are contemporary, yet classic.

Tyaani.com is the first and only Polki brand in India that has certified its Polki Jewellery. An international accreditation agency E.G.L (European Gemological Laboratory) certifies each piece of jewellery before it is sent to you.

At Tyaani.com, all uncut diamonds are set in gold of 22 karat purity. This ensures the durability of all jewellery pieces purchased from Tyaani.

Tyaani.com uses a proprietary rolling technique which ensures that the weight of gold is kept to a minimum making the jewellery light and easy to wear, even for daily wear.

## PHILOSOPHY

Known to be ahead of the jewellery curve, Satyani Fine Jewels has been responsible for creating and driving the Polki niche in the market, with many jumping onto this bandwagon over the last few years. The Satyani 'Chandbali by Maheep Kapoor', is a part of the must-have Polki Jewellery of much of Mumbai's wish set.

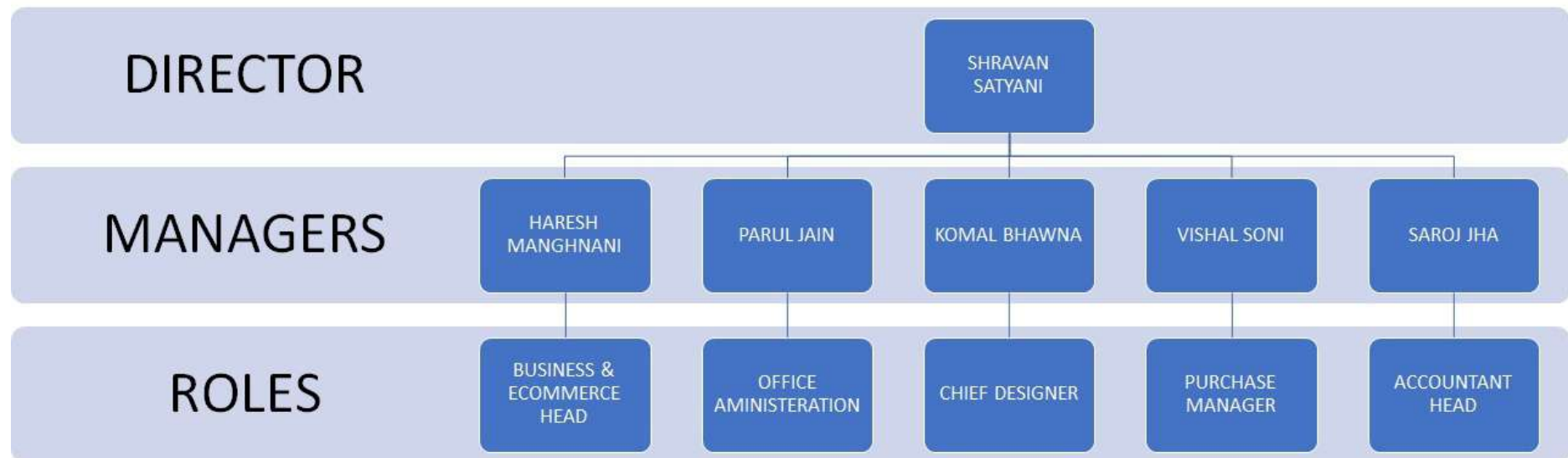
There is no jeweller that knows both the consumer and the karigar better than the team at Satyani. Armed with this knowledge and passion, Shravan Satyani created this online jewellery line at Tyaani. The purpose of this collection is to make Jadau Jewellery,

which is currently seen as uber luxury, accessible to all.

The Tyaani collection, is ultra lightweight and easy to wear. It is highly affordable jewellery and most importantly it is certified by the European Gemological Laboratory (EGL). Shravan Satyani's endeavor to democratize Polki Jewellery, is no easy feat given how unorganized this sector is. Tyaani strives to ensure a complete customer focus both in terms of design and pricing, as well as full disclosure on all elements of the price of the product you purchase. Polki Jewellery has always been one of

the most important things driving tradition and heritage in India. It epitomizes the beauty and mystery surrounding Indian culture. Tyaani through this site for jewellery online, strives to encapsulate Indian values and sentiments with its artistic outlook on jewellery design, polki sets and uncut diamond overall. Tyaani's Collection aims to get women back in touch with their roots, harking on their desire for contemporary looks and styles in uncut diamond jewellery.

## ORGANISATIONAL STRUCTURE



## ABOUT THE MANAGING DIRECTOR

Shravan Satyani's roots (and heart) have always been in jewellery. He has been in this business for almost two decades. Hailing from a family of jewellers, Shravan's passion for jewellery was kindled at a very young age, to hone his skills, and arm himself with a better understanding of the industry, he graduated from the prestigious GIA Gemological Institute of Santa Monica in California. His forte lies in his design sensibilities, evident in his ability to transform his vision into stunning pieces of diamond jewellery, with a pulse firmly on the ever changing, ever evolving Indian woman.

With Tyaani Jewellery, Shravan now extends this expertise into a niche market, with a vision to expand and streamline the unorganized sector of Polki. Satyani Jewelry has adorned the entire galaxy of Bollywood stars, but Shravan has been focused, his motivations are simple: to democratise Polki and make it both aspirational, and accessible to the Indian woman.



## ABOUT INDUSTRY MENTOR



Ms. Komal Bhawna, Design and Manufacturing head at Tyaani Jewellery LLP is a NIFT Shillong graduate in Fashion and Lifestyle accessories department. She is passionate about learning new trends and creating designs, she likes exploring new elements which can add a uniqueness to our product. She enjoys singing, dancing, sketching, learning about jewellery making and techniques. She believes "Like every piece of jewellery tells a story, I am still learning how to master and create a story with every design I make"







## DESIGN TEAM

Tyaani's design team is headed by Ms. Komal Bhawna, her major role is to handle design, production and manufacturing and coordinate all the design details with other departments. She has regular feedback sessions with the designers so that the target is completed in the given time frame.

All the design related queries are solved by Komal. She keeps a regular track of sales and orders (customisations). She ensures that right briefing is given to the stores and conveys all the data to other department.

Except komal , there are Sarika, Silky, Ankita and Rohini in design team. Each of them expertising in different areas of jewellery design. I was part of the design team for these 12 weeks. All these together forms a very passionate team with a lot of creativity and dedication towards design.

The entire design team helped my focus on finer details of jewellery design and guided me throughout.

## COMPETITORS

Tyaani has no competitor market specifically as it itself explores in maximum ways to manufacture the best piece looking at the trend and following the demands. Tyaani believes in working with the client satisfaction and providing the best with the matching season & trend. Ranging from the different categories of Jewelleries, it believes in expanding the collection time to time. Everytime a new collection is manufactured, they plan to come up with new & stunning combination of uncut polkis & gold. Looking at the competition, they look

BIRDHICHAND GHANSHYAMDAS  
J E W E L L E R S



RANIWALA  
1881

  
SABYASACHI  
CALCUTTA

## TARGET AUDIENCE

Tyaani essentially caters to an extensive clientele, comprising of primarily women. The brand extends to people spread across the regions in the country and also to people with exceptionally traditional tastes to those discerning consumers with statements. Tyaani also has international consumers belonging from USA. European countries including Belgium, France and Italy are some of the other international consumers. 30-55 is the primary age group that Tyaani targets at. In India, most of the states buy Tyaani products. Tyaani caters to a woman who would buy jewelry not only as adornment but as a medium of expression of her own style. Mostly, Brides across the globe look up to Tyaani to complete their ensemble for their big day. Other than brides Tyaani caters to bridesmaids and also family of brides.



## FACES OF BOLLYWOOD





## BRAND REACH

Tyaani being one of the largest growing jadau jewelry brand with its magic across the globe, a platform where women can shop with comfort of their homes without worrying about the purity of the jewelry they are buying, as well as, select from the best jewelry collections available on the e-commerce website- Tyaani.com. Tyaani has totally revolutionalised marketing and has brought the concept of branded jewelry and organised shopping successfully in the country and abroad.

## BOLLYWOOD & CELEBRITY POWER

Tyaani, for no surprise has its wonder all over bollywood. Bollywood celebrities like kriti sanon, madhuri dixit, jahnavi kapoor, rakulpreet, deepika padukone & many more are found adorning themselves with exclusive pieces by Tyaani. Many celebrities are loyal customers of the brand.

# JEWELLERY MAKING PROCESS

Concept  
Rough design  
Final design selection  
Melting gold  
Cooling in mould  
Passed through roll mill  
Stamping machine 10-12 mm strip cutting  
Making Die  
Holes in Die  
Jewellery soldered to gold plate  
Extra plate cut  
Wax filling  
Polki incorporated  
Inspection Of product  
Final piece



## TOOLS USED

Wax  
Mud bowl  
Printing roller  
Roll mill  
Burner  
Wire cutter  
Tweezer  
Soldering iron  
Ingot  
Scissors  
Dyes  
Color foil (panni)  
Filer  
Drilling machine  
Iron plate  
Gold wires and plates  
Polki  
Crystal

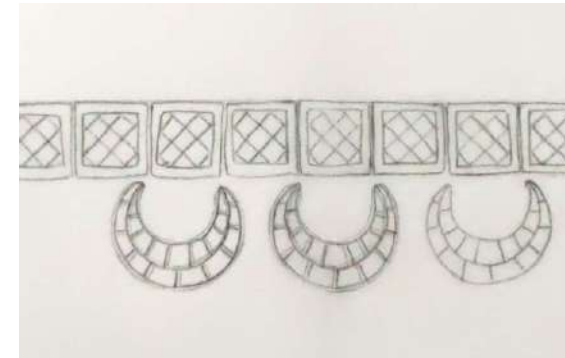


## MANUFACTURING PROCESS

Each piece of jewellery starts off with a concept. A concept is basically a rough design in the mind of the designer. The final design is the result of close cooperation between designer and craftsman giving the art object a real hand crafted origin. The designer's concept and drawings are used by the model maker to create the original piece of Jewellery.

The first step is to melt small gold pieces in a small mud container. These are gold balls and chips that are heated and melted in the container and the melted gold is then poured in an iron frame called ingot.

After the gold is cooled it is taken out of the frame and passed through a roll mill to obtain the desired size and thickness of gold sheet (locally known as the patra). The patra is then passed through stamping machine to obtain the desired craftsmanship on the back. It is not a compulsory step. The patra used in making Jewellery is 9 -12 gauge in thickness and the height is minimum 10 -12 mm. It is a thin strip of gold that is rolled out to attach as a boundary to the gold plate and hence form a colet. A hole is drilled through the Jewellery at the initial time itself so that if string or thread (dhaga) is to be attached or sewed through in it later in the piece, it can be done with efficiency. These holes through the Jewellery are a must requirement for making.







The Patra is then shaped according to the design, and is put on the wax plate to get the proportion and design accurately. Next the Jewellery is put on the gold patra one by one and the taka is given soldered partially to some points to attach the jewellery to the patra) to provide it with stability and support. Each piece is then soldered completely with accuracy and finishing. The edges are then finely cut with utmost fining and refining. Thus leading to the completion of the initial base.



After finalizing the formation of the base, soldering is done next. For soldering, the solder used possesses the same caratage as that of the piece or a solder of lower caratage is used. An example to suit the same is to solder a 18 carat piece, a solder of 14 carat or 18 carat itself will work well but a 22 carat solder will not be feasible. The solder used in manufacturing comprises of a mixture of gold, silver, copper and few other materials.

Components in solder:

- 100/(% purity of gold required)
- That is to make a solder of 22 carat gold, 92% of 100 is calculated= $10000/92 = 108.69$
- Here 100 gm is taken gold and 8.69 gm is the mixture.
  - The mixture consists of 40% silver and rest is alloy.



Once the base is ready the cap of the master is made. The cap of the piece could be made through two processes :-

1. Sadai work
2. Dice work

The sadai work is an intricate and time consuming process. The whole workmanship required in executing the cap of the piece is made with the help of intricate filigree process, using thin gold wires. The thickness is kept around double, preferably 36 gauge. Since it is a delicate handcrafted process therefore the design is made part by part with utmost efficiency. The individual elements are formed and are placed on the wax plate one by one leading to their placement on the wax plate to get accuracy.

Once the entire design of the piece is complete, plaster of paris (POP) is poured on the set design with utmost attention and protection leading to the embedment of the design in the plaster. After the plaster is set, soldering is carried out, post which the cap is complete and ready to be attached.

Whereas in the dice process a thin metal plate is pressed on the dice (die) to get the print. The intricate work on the dye gets imprinted on the thin metal plate. Next, the holes are carefully drilled in the Jewellery. The drilling of holes through the Jewellery is an optional procedure which depends on the design required, as to if it consists of puwai or not. Thereby the colet (ghat) is then filled with crystal or flex (clear enamel or clear glass). The wire is then passed through the holes as is required. The piece is then filled with wax or lakh, to provide the piece with weight and strength. There are 3 types of wax used for the filling:

- 1. Red, 2. Black and 3. Yellow
- Red and black wax is the heavy wax, and has more binding strength, but it is dangerous as it damages the gold if applied directly.
- The Yellow wax has light weight and less binding strength as compared to the other two waxes.





These days black and yellow wax is majorly used by the craftsmen as it is easier to handle and provides a better binding strength and stability to the piece. The black wax contains surma which is made of gun metal, which helps in increasing the weight of the pieces as it also has a high melting point

Once the colet is filled with wax, the cap is soldered to the J which helps in covering the wax. Then if the cap is made using the dice technique, the designs are then cut accordingly to give a jali effect and to make the wax visible, and the incorporation of polki more efficient. The polki is then stick to it which is locally known as 'Khan kholna'.

Finally the desired color and shape of polki is incorporated in the master and is made to set in the wax with the help of the soldering iron providing the apt amount of heat with the utmost care and efficiency.



Last but not the least, once all the products pass through all the inspections and checking, it is then forwarded for final packaging and labeling. Each product is extensively packed into respective boxes in order to avoid any sort of damages. Thus, each piece of Jewellery, regardless of its size and weight, passes through a long and complex manufacturing process forming each piece as valuable, precious and unique.

## PRICING

The Pricing of the product done by the marketing team.

The first step is done by the purchase manager, who purchases the product, by calculating the number of the polki pieces, coloured stones used in the product. Then the purchase manager takes the gross weight of the product to calculate the weight of gold used in the product.

The pricing of jewelry is done on the following factors like.

- Weight of the stones

- No. of stones used

- Size of the stone used

- Weight of the gold used

- Design complexity (time, wastage and labor)

- Taxation

After this the stock manager makes a line sheet on excel

for these products which includes the code of the product, gross weight, diamond weight, number of diamonds, number of color stones and total weight of the gold used. Then the selling price of the product is decided after analysing the market and efforts used in the design process.



# DESIGN METHODOLOGY

INDUSTRY BRIEF

BRIEF ABOUT INSPIRATION

UNDERSTANDING INSPIRATION

RESEARCH MARKETS

IDEATION & FORM-GENERATION

FINALIZING A FORM

FORM GENERATION

CONCEPTUALIZATION

PRODUCT SPECIFICATION

FINAL RENDERINGS

VIRTUAL PROTOTYPING

FINAL PRODUCT



# CLIENT

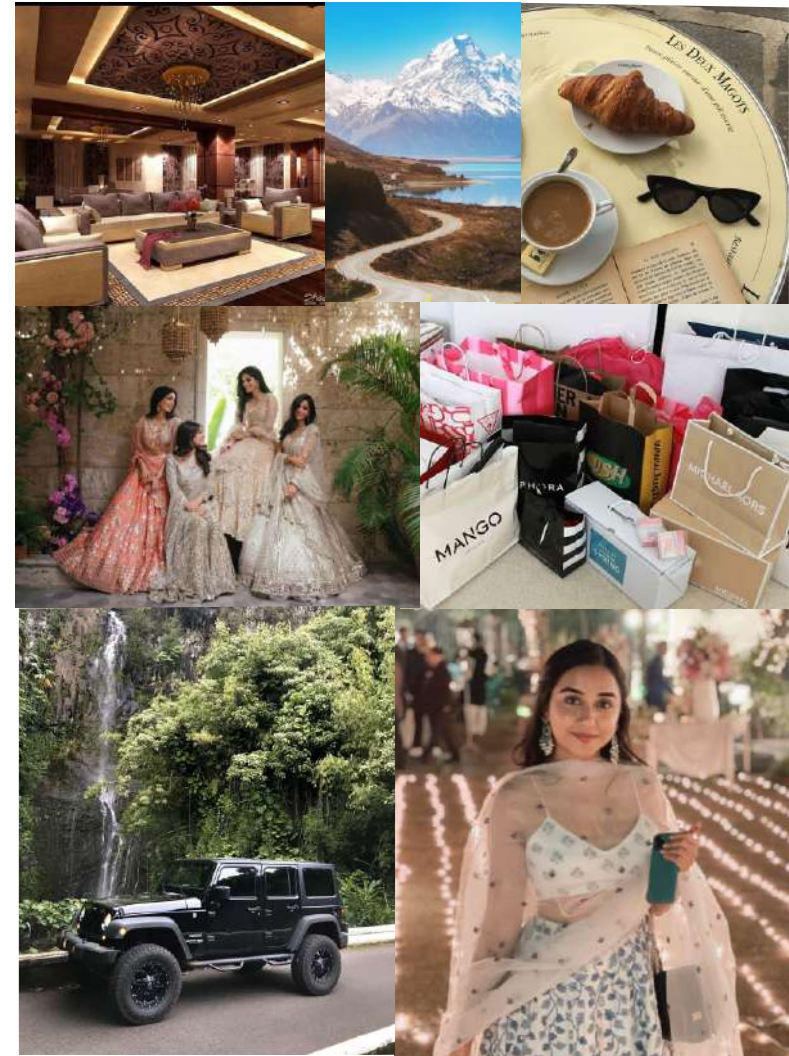
## CLIENT PROFILE AND DEMOGRAPHICS

A1 Premium class category

Age 25-60 yrs

high profile business class, CEO, Celebrities

Ocassion - Weddings, dinners etc



## TREND STUDY



### Past times

**The concept:** parallels between the 1920s and 2020s have been widespread in media coverage, where it is anticipated that the glamour and hedonism of the Roaring twenties will emerge to influence party and occasion dressing for the new era.

**Details:** focus on details to update product assortments and drive longevity, taking cues from designer collections. French fashion house Lanvin's S/S 21 collection features Erte prints and collectible bags with sculptural handles, which are inspired by cat anidrons designed by the French artist Armand Albert Rateau in 1920. Follow suit with sculptural hardware and heels. The Art Deco period is a source of inspiration for print and components, that include extreme embellishment, important for adorning our theme.

**Materials:** introduce enamel, AB crystals, pearlescent shimmer and summer satin. For jewellery, continue to focus on antique treasures repurposing lead stock materials as seen at NYC designer Mia Vesper, who mixes vintage components from all eras.

# PROJECT 1 : ZEENAT

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## BRIEF:

Inspired from the mughal world, ZEENAT is the celebration of rich culture of mughals. The floral, geometric patterns, symmetrical symbols, fine carvings have helped in forming this beautiful collection. Zeenat means beauty and it describes the collection perfectly. Zeenat is also the name of Mughal emperor Bahadur Shah Zafar's wife. The use of polki and stones reflects the vibrance and aesthetics that the Mughal era holds.

## MATERIALS:

18 KT Gold

22 KT Gold

Syndicate Uncut Polki Diamonds

Fresh water pearls

Zambian Emerald

Russian Emerald

Thai Ruby

## PRODUCT CATEGORY

Chandbali

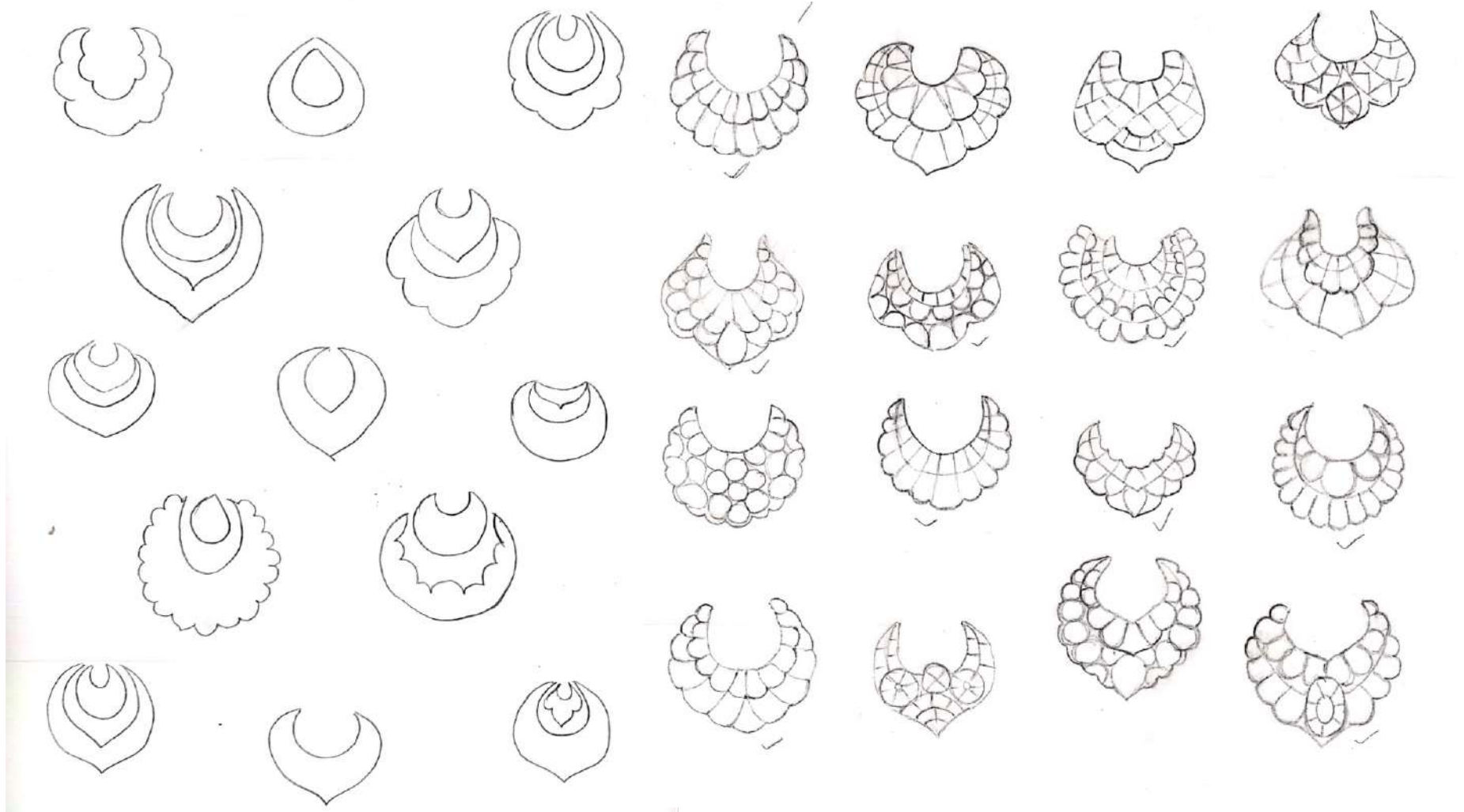
Chokers

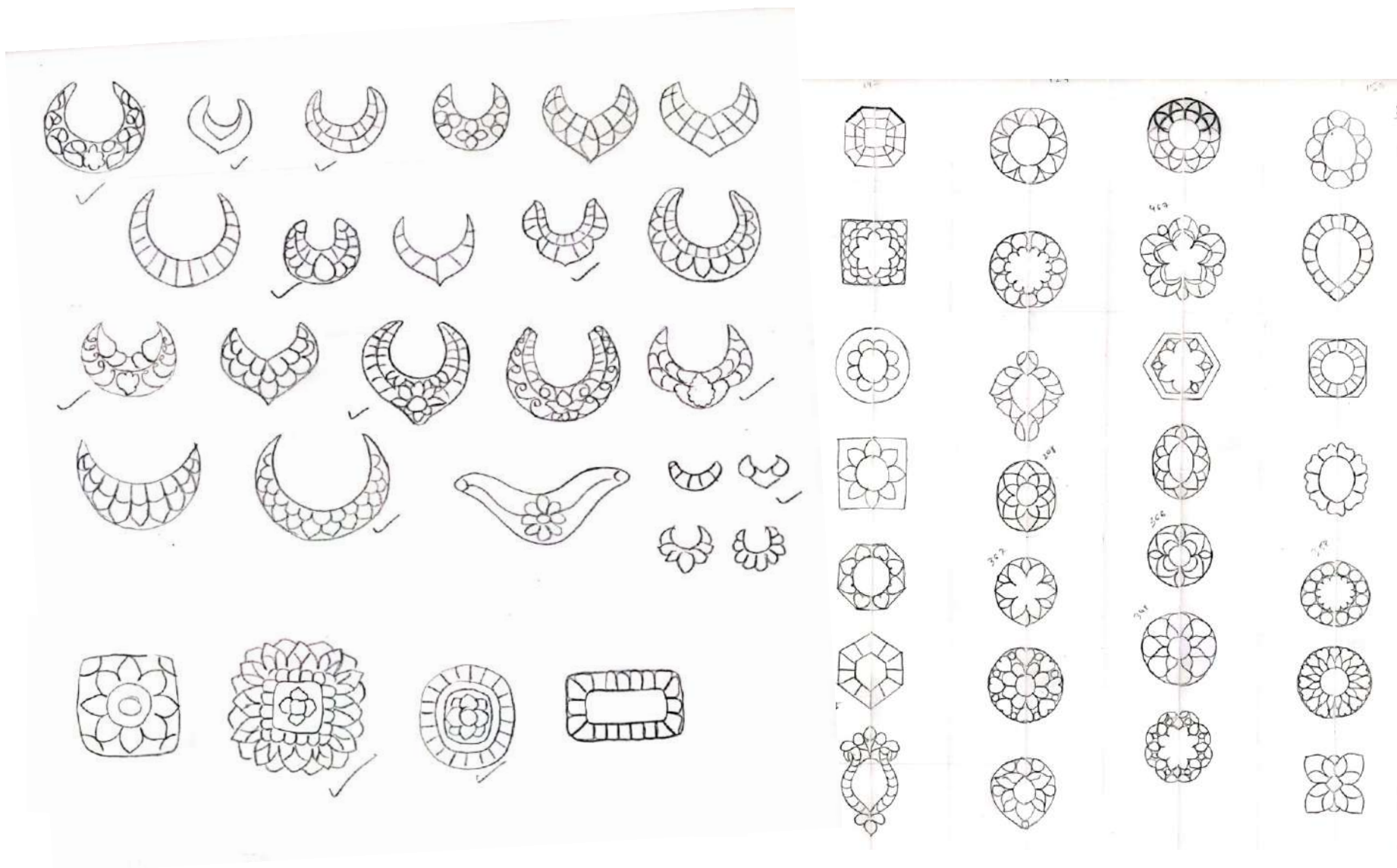


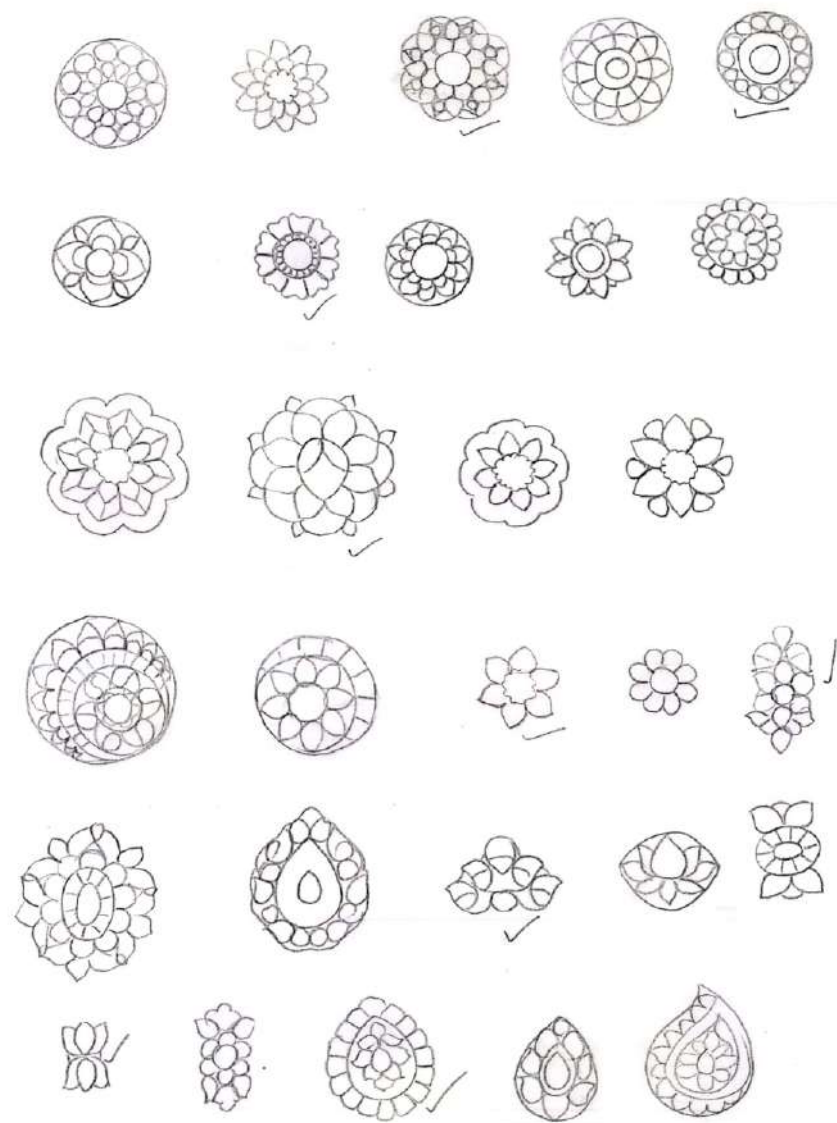
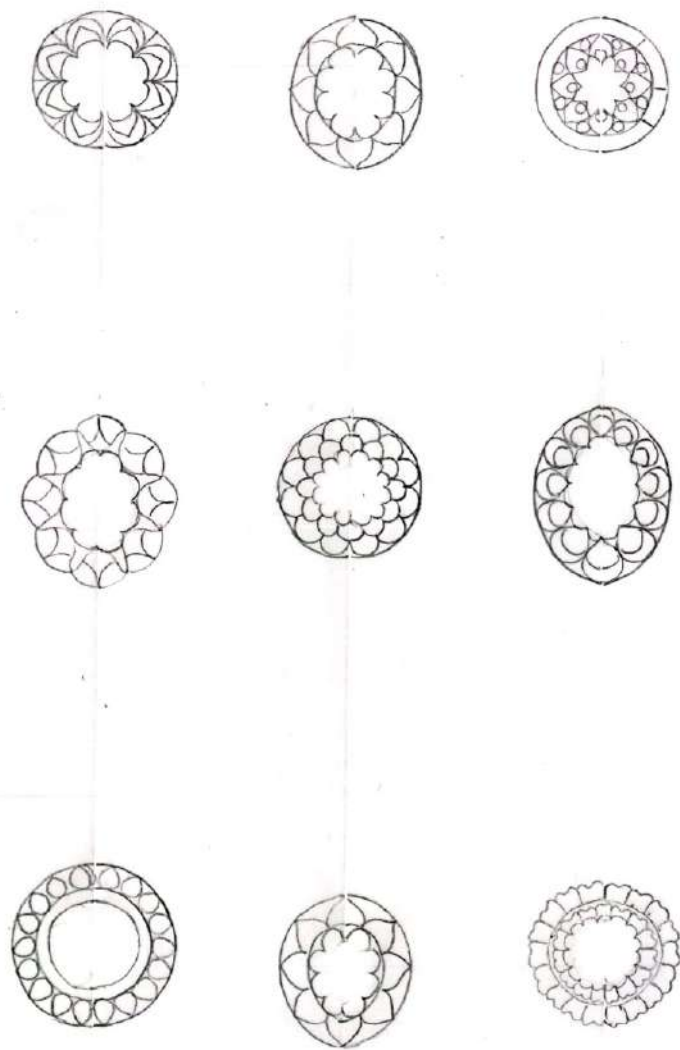




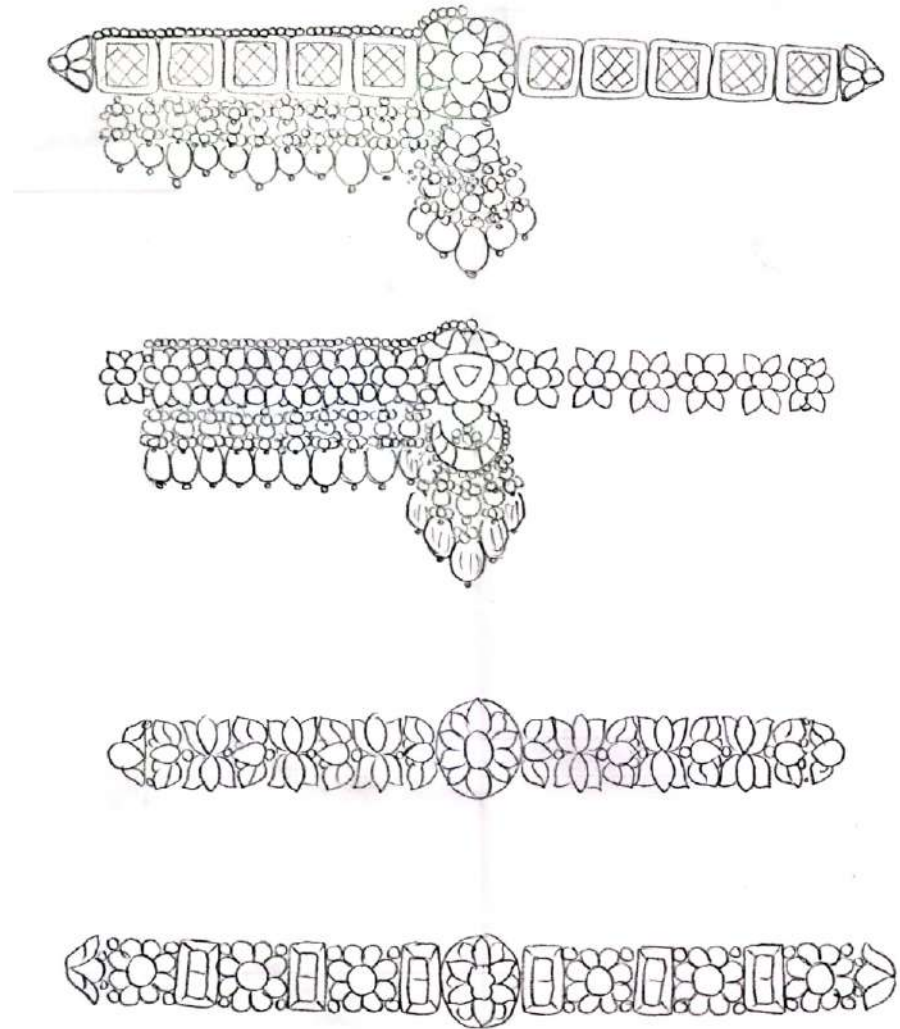
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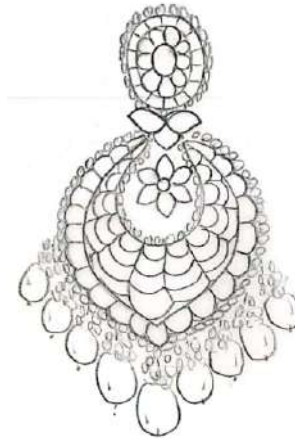
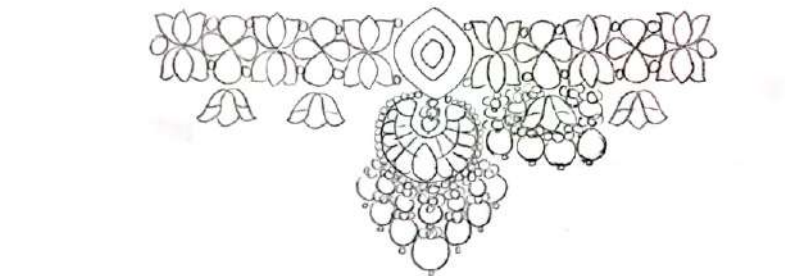
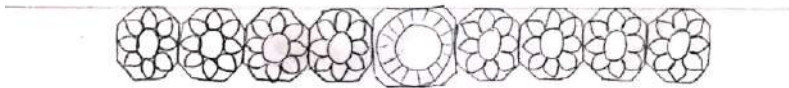
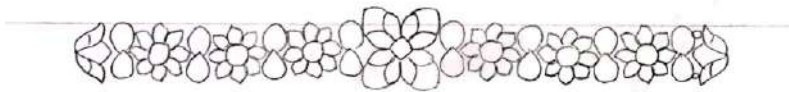
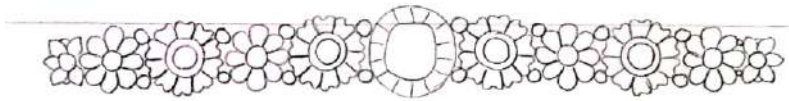
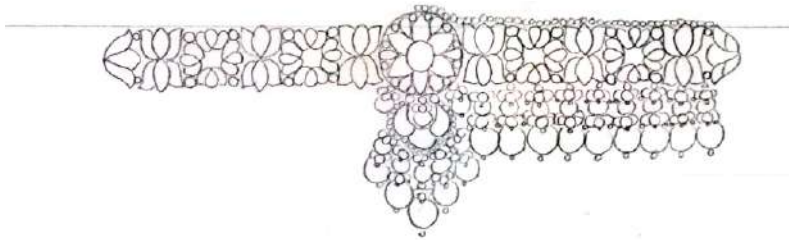




## CONCEPT DEVELOPMENT

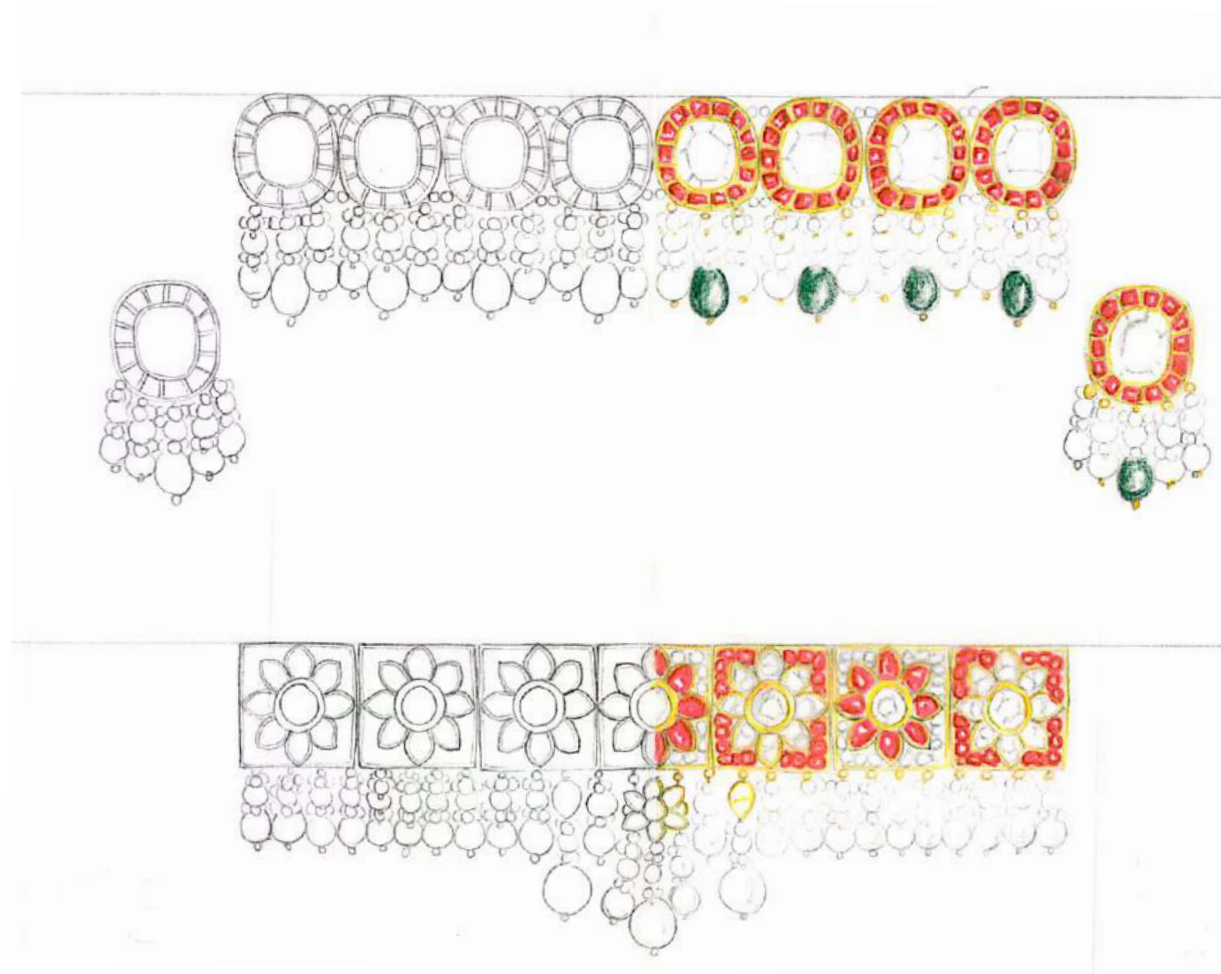


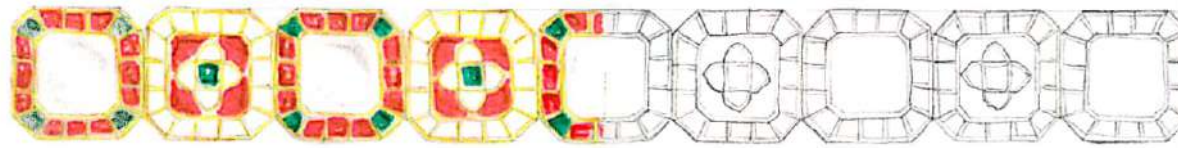


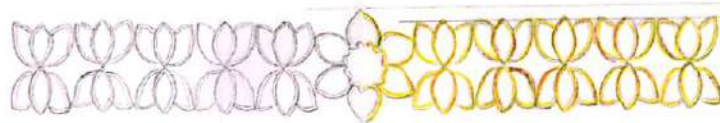
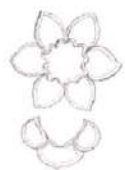
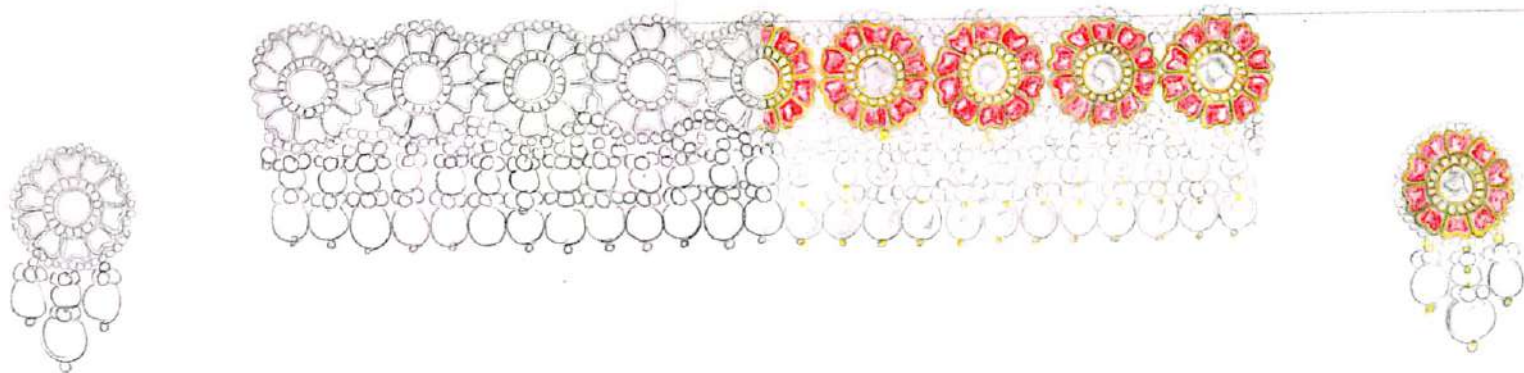




## FINAL DESIGNS



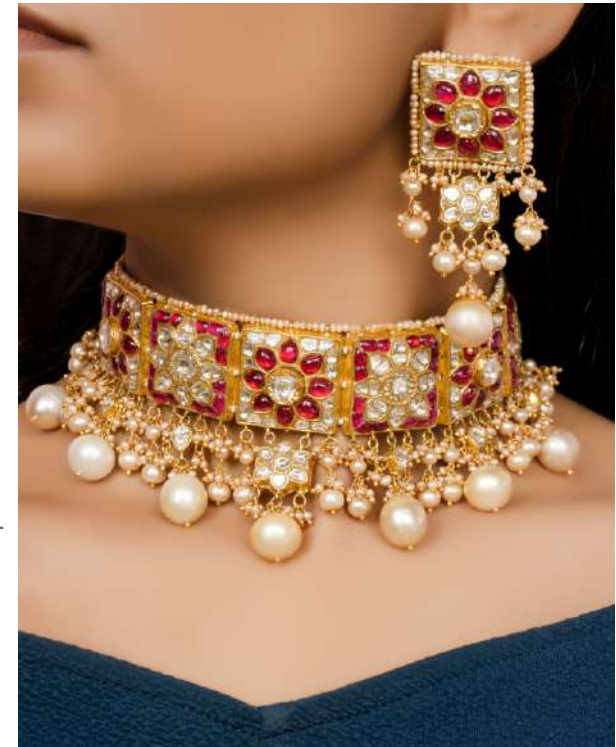




## FINAL PRODUCTS AND DETAILS



PRICE  
 MEHER CHOKER AND SHAMITA EARRINGS POLKI SET  
 Rs. 446,000  
 SHAMITA POLKI LONG EARRINGS  
 Rs. 133,000  
 MEHER POLKI CHOKER  
 Rs. 313,000



Gold	Diamond	Stones	Measurements
Gold Weight 22 Kt (Grams): 18.51	Uncut Diamond Weight (Carat): 11.71	Thai Ruby	Length (CM): 6
Necklace	Number of Uncut Diamonds (Pieces): 216		Width (CM): 21
	Uncut Diamond Quality: Syndicate Polki		
Gold	Diamond	Stones	Measurements
Gold Weight 22 Kt (Grams): 6.86	Uncut Diamond Weight (Carat): 3.36	Thai Ruby	Length (CM): 6.7
Gold Weight 18 Kt (Grams): 3.81	Number of Uncut Diamonds (Pieces): 52		Width (CM): 2.8
Earrings	Uncut Diamond Quality: Syndicate Polki		





PRICE  
TARA CHOKER AND YUVIKA TOPS POLKI SET  
Rs. 316,000  
YUVIKA  
Rs. 91,000  
TARA POLKI CHOKER  
Rs. 225,000



<p>Gold</p> <p>Gold Weight 22 Kt (Grams): 6.32</p> <p>Earrings</p>	<p>Diamond</p> <p>Uncut Diamond Weight (Carat): 0.4</p> <p>Number of Uncut Diamonds (Pieces): 2</p> <p>Uncut Diamond Quality: Syndicate Polki</p>	<p>Stones</p> <p>Thai Ruby</p> <p>South Sea Pearl</p>	<p>Measurements</p> <p>Length (CM): 4.2</p> <p>Width (CM): 2.4</p>
<p>Gold</p> <p>Gold Weight 22 Kt (Grams): 10.77</p> <p>Necklace</p>	<p>Diamond</p> <p>Uncut Diamond Weight (Carat): 2.25</p> <p>Number of Uncut Diamonds (Pieces): 9</p> <p>Uncut Diamond Quality: Syndicate Polki</p>	<p>Stones</p> <p>Thai Ruby</p> <p>South Sea Pearl</p>	<p>Measurements</p> <p>Length (CM): 25.5</p> <p>Width (CM): 4.5</p>



PRICE  
 DEVIKA CHOKER AND ZENAT TOPS POLKI SET  
 Rs. 569,000  
 DEVIKA POLKI CHOKER  
 Rs. 445,000  
 ZENAT POLKI TOPS  
 Rs. 124,000







### Gold

Gold Weight 22 Kt (Grams): 16.7

### Necklace

### Diamond

Uncut Diamond Weight (Carat): 5.1

Number of Uncut Diamonds (Pieces): 7

Uncut Diamond Quality: Syndicate Polki

### Stones

Thai Ruby

Zambian Emerald

### Measurements

Length (CM): 25.5

Width (CM): 4

### Gold

Gold Weight 22 Kt (Grams): 9.05

### Earrings

### Diamond

Uncut Diamond Weight (Carat): 1.56

Number of Uncut Diamonds (Pieces): 26

Uncut Diamond Quality: Syndicate Polki

### Stones

Thai Ruby

Zambian Emerald

### Measurements

Length (CM): 3.2

Width (CM): 2.6



PRICE  
AASHNA POLKI CHOKER  
Rs. 294,000



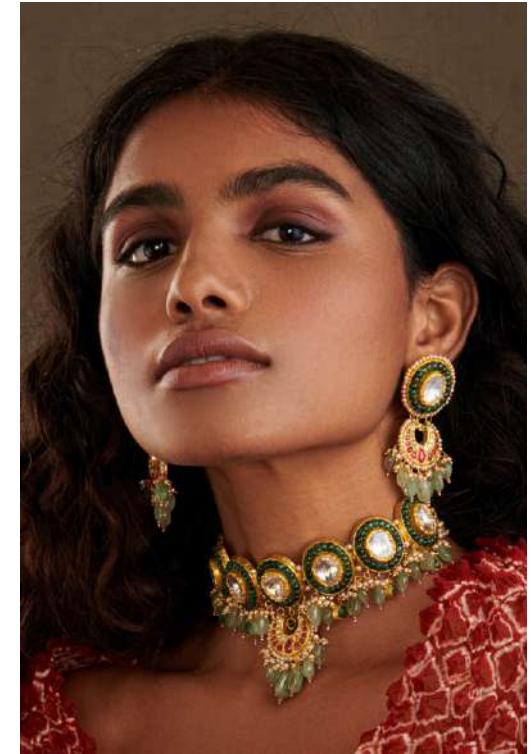
Gold	Diamond	Stones	Measurements
Gold Weight 22 Kt (Grams): 12.15	Uncut Diamond Weight (Carat): 6.86 Number of Uncut Diamonds (Pieces): 83 Uncut Diamond Quality: Syndicate Polki	Thai Ruby Zambian Emerald	Length (CM): 25 Width (CM): 2.2



PRICES  
AASTHA POLKI CHANDBALIS  
Rs. 136,500

Gold	Diamond	Stones	Measurements
Gold Weight 22 Kt (Grams): 5.88	Uncut Diamond Weight (Carat): 1.18	Thai Ruby	Length (CM): 6.5
Gold Weight 18 Kt (Grams): 3.83	Number of Uncut Diamonds (Pieces): 16	Zambian Emerald	Width (CM): 3.5
	Uncut Diamond Quality: Syndicate Polki		





#### PRICES

RUDHII CHOKER AND DHANU CHANDBALIS POLKI SET

Rs. 872,435

DHANU POLKI CHANDBALIS Rs. 690,000 rudhii

Rs. 182,435

Gold	Diamond	Stones	Measurements
Gold Weight 22 Kt (Grams): 21.78	Uncut Diamond Weight (Carat): 6.95	Russian Emerald	Length (CM): 25
Necklace	Number of Uncut Diamonds (Pieces): 17	Zambian Emerald	Width (CM): 7
	Uncut Diamond Quality: Syndicate Polki	Thai Ruby	
Gold	Diamond	Stones	Measurements
Gold Weight 22 Kt (Grams): 12.62	Uncut Diamond Weight (Carat): 2.69	Russian Emerald	Length (CM): 7
Earrings	Number of Uncut Diamonds (Pieces): 22	Zambian Emerald	Width (CM): 2.8
	Uncut Diamond Quality: Syndicate Polki	Thai Ruby	



#### LIV CHOKER AND LUMA CHANDBALIS SET

Rs. 200,000

LIV

Rs. 120,000

LUMA POLKI CHANDBALIS

Rs. 80,000

Gold	Diamond	Stones	Measurements
Gold Weight 22 Kt (Grams): 7.74	Uncut Diamond Weight (Carat): 1.33		Length (CM): 7
Necklace	Number of Uncut Diamonds (Pieces): 34		Width (CM): 3.5
	Uncut Diamond Quality: Syndicate Polki		
Gold	Diamond	Stones	Measurements
Gold Weight 22 Kt (Grams): 6.62	Uncut Diamond Weight (Carat): 7.35		Length (CM): 25
Earrings	Number of Uncut Diamonds (Pieces): 121		Width (CM): 2.3
	Uncut Diamond Quality: Syndicate Polki		

## PROJECT 2 : RABIA

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### BRIEF 2:

Rabia takes forward the Mughal legacy of Zeenat collection. This collection is an addition to Zeenat, It was taken ahead in a way to pursue an on polki or all white jewellery collection. Rabia is perfect for any occasion as it captures the beauty of Mughal world and gives the wearer a style statement. Rabia means beginning of something beautiful and this collection began from our radiant Zeenat collection is beautifully made for our audience. Rabia was also the name of emperor Aurangzeb's wife.

### MATERIALS:

18 KT Gold

22 KT Gold

Syndicate Uncut Polki Diamonds

Ruby

Emeralds

Pearls





PRICES  
MAHIMA POLKI CHANDBALIS  
Rs. 220,000

Gold	Diamond	Stones	Measurements
Gold Weight 22 Kt (Grams): 16.04	Uncut Diamond Weight (Carat): 9.4 Number of Uncut Diamonds (Pieces): 234 Uncut Diamond Quality: Syndicate Polki	South Sea Pearl	Length (CM): 9 Width (CM): 6



PRICE  
RITIKA POLKI CHANDBALIS  
Rs. 135,000

Gold	Diamond	Stones	Measurements
Gold Weight 22 Kt (Grams): 5.34	Uncut Diamond Weight (Carat): 4.07	Russian Emerald	Length (CM): 7
Gold Weight 18 Kt (Grams): 3.81	Number of Uncut Diamonds (Pieces): 70		Width (CM): 4.5
	Uncut Diamond Quality: Syndicate Polki		





PRICE  
DITI POLKI CHANDBALIS  
Rs. 213,900

#### Gold

Gold Weight 22 Kt (Grams): 6.22

Gold Weight 18 Kt (Grams): 4.36

#### Diamond

Uncut Diamond Weight (Carat): 3.71

Number of Uncut Diamonds (Pieces): 82

Uncut Diamond Quality: Syndicate Polki

#### Stones

Zambian Emerald

#### Measurements

Length (CM): 6.9

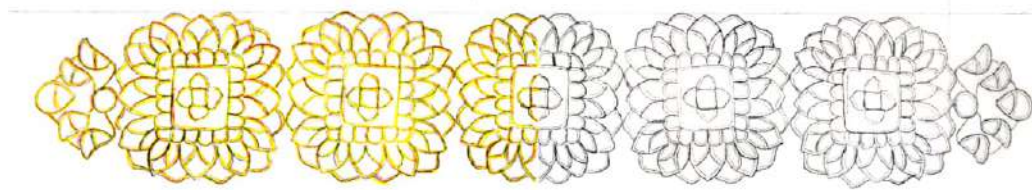
Width (CM): 3.8



PRICE  
ARAFIYA POLKI CHANDBALIS  
Rs. 157,000

Gold	Diamond	Stones	Measurements
Gold Weight 22 Kt (Grams): 6.22	Uncut Diamond Weight (Carat): 3.71	Zambian Emerald	Length (CM): 6.9
Gold Weight 18 Kt (Grams): 4.36	Number of Uncut Diamonds (Pieces): 82		Width (CM): 3.8
	Uncut Diamond Quality: Syndicate Polki		





PRICE  
KARNIKA POLKI CHOKER  
Rs. 394,240

Gold	Diamond	Stones	Measurements
Gold Weight 22 Kt (Grams): 22.58	Uncut Diamond Weight (Carat): 27.51 Number of Uncut Diamonds (Pieces): 381 Uncut Diamond Quality: Syndicate Polki	All Polki	Length (CM): 24 Width (CM): 4

## PROJECT 3 : HUNAR

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### BRIEF 3:

Hunar takes forward the legacy of Patiala Ruby choker. This collection showcases the aesthetics and charm of royal jewellery, a collection inspired by the art nouveau. The intricate craft of open setting polki recognizes the beauty, style, delicacy of this graceful royal collection. Hunar not only takes forward patiala choker legacy but it moulds it into a way which is perfect for modern day women in style, comfort and budget.

### MATERIALS:

22 KT Gold

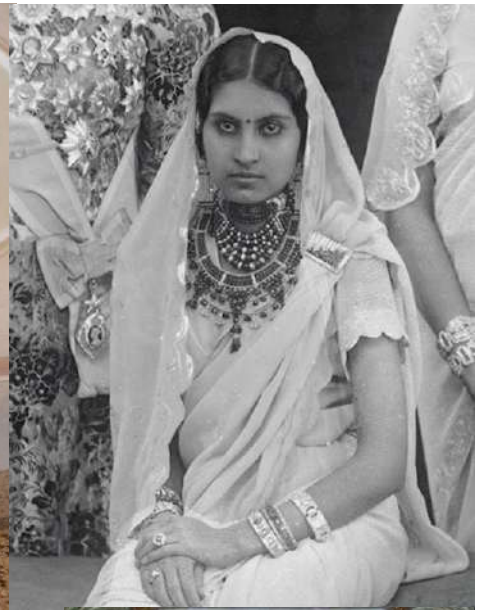
Syndicate Uncut Polki Diamonds

Ruby

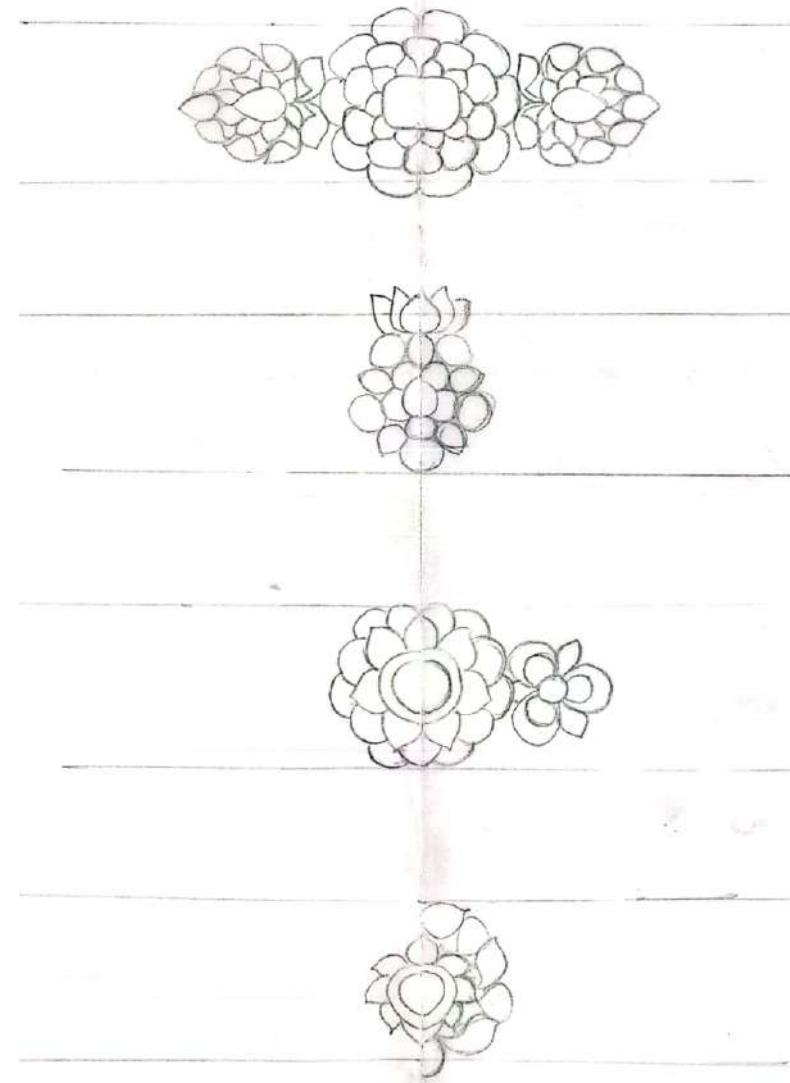
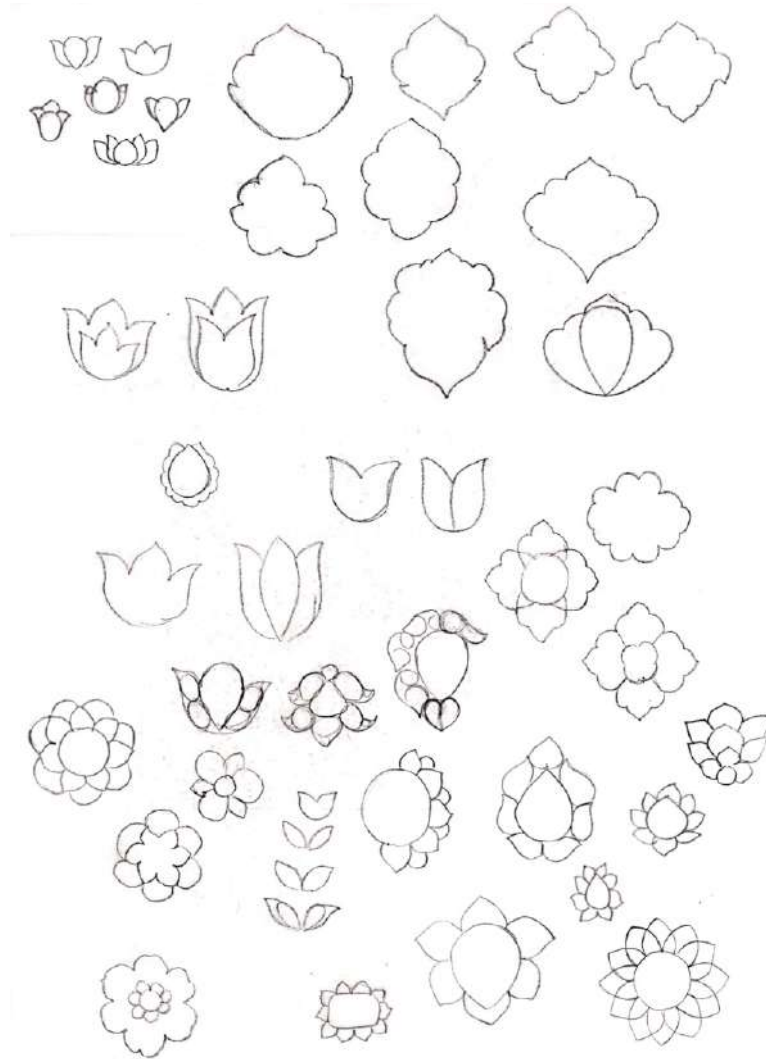
Emeralds

Pearls

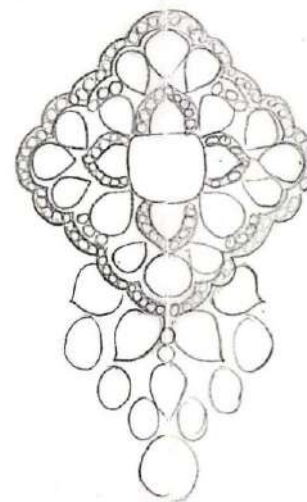
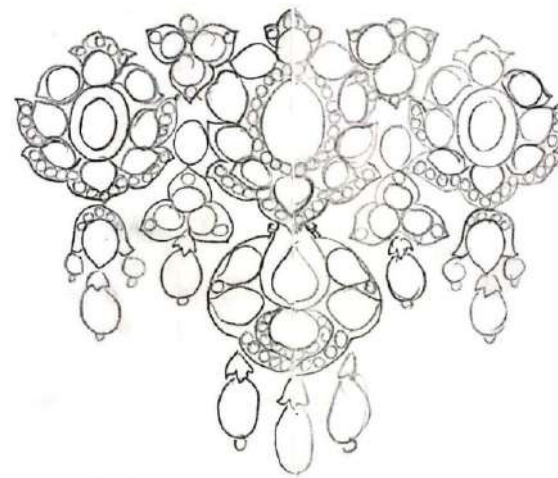
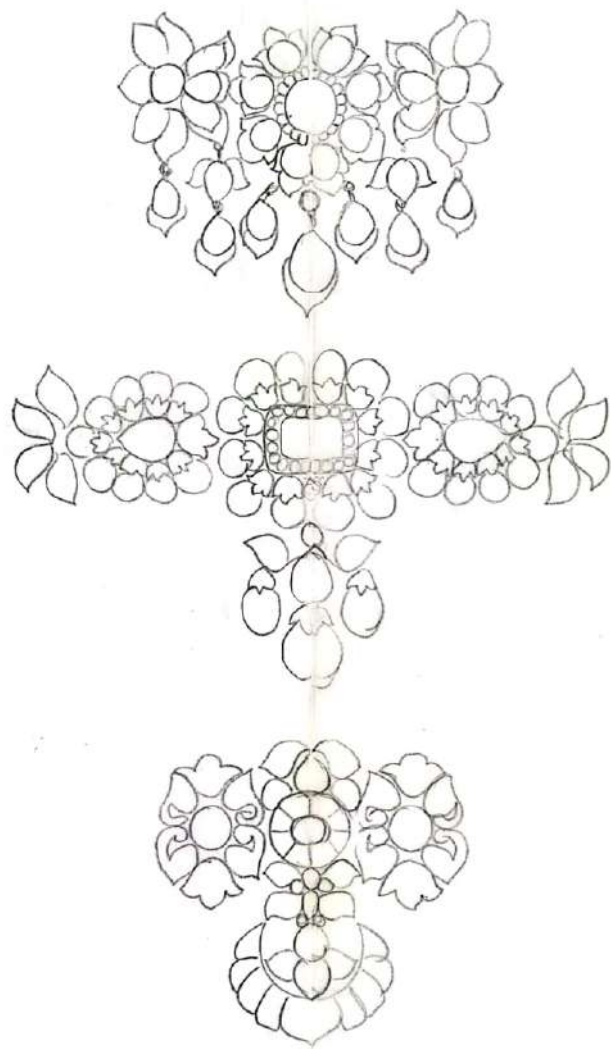




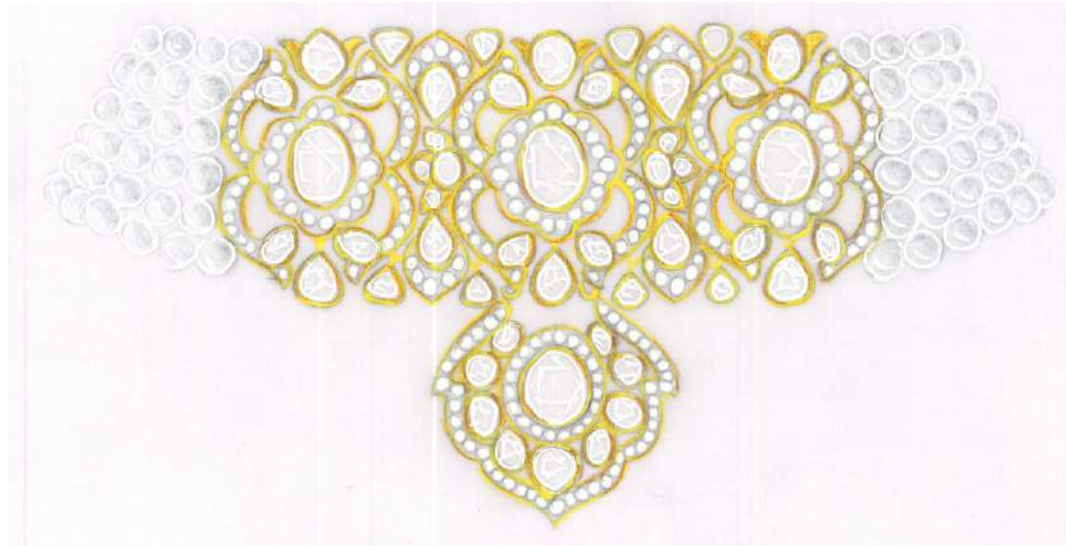
## FORM GENERATION AND CONCEPT DEVELOPMENT







## FINAL DESIGN - 01.



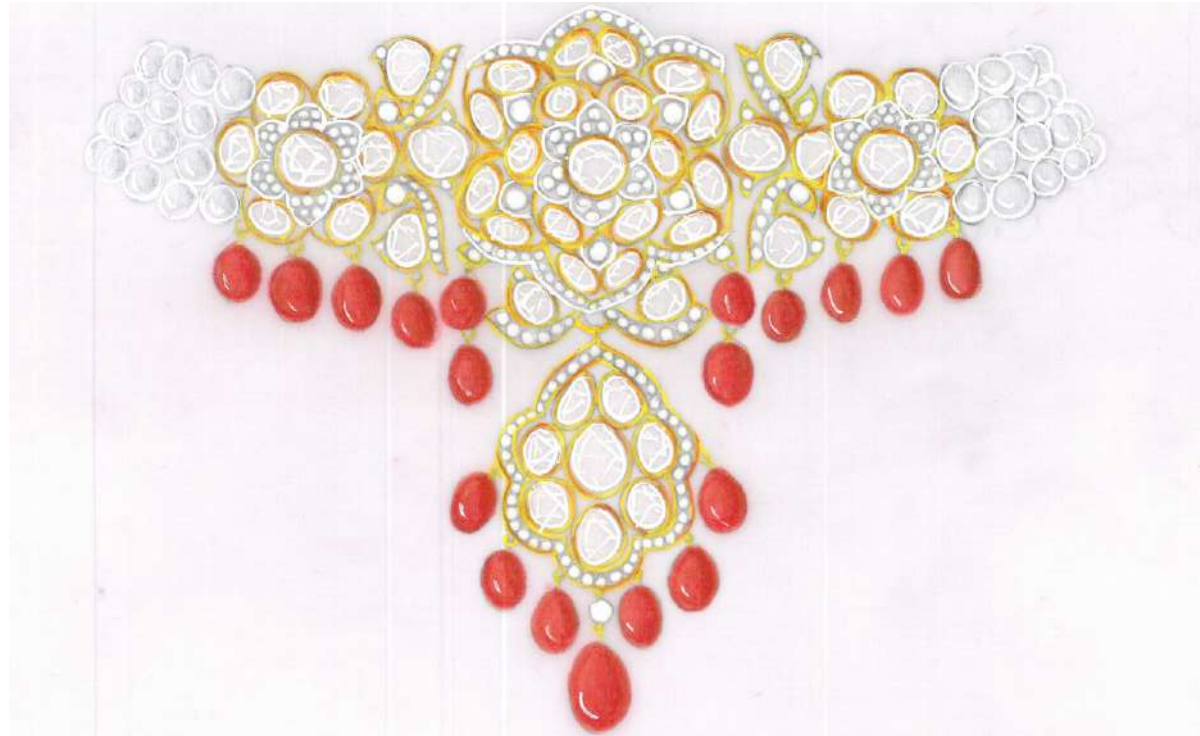
### MATERIALS USED

22kt gold  
18kt gold  
Polki  
Diamonds

### DIMENSIONS WITHOUT BEADS

LENGTH (mm) - 87  
WIDTH (mm) - 65

## FINAL DESIGN - 02.



### MATERIALS USED

22kt gold

18kt gold

Polki

Diamonds

Thai Ruby

Pearls

### DIMENSIONS WITHOUT BEADS

LENGTH (mm) - 99

WIDTH (mm) - 77



## FINAL DESIGN - 03.



### MATERIALS USED

22kt gold  
18kt gold  
Polki  
Diamonds  
Zambian Emeralds

### DIMENSIONS WITHOUT BEADS

LENGTH (mm) - 106  
WIDTH (mm) - 76

## FINAL DESIGN - 04.



### MATERIALS USED

22kt gold

18kt gold

Polki

Diamonds

Thai Ruby

### DIMENSIONS WITHOUT BEADS

LENGTH (mm) - 86

WIDTH (mm) - 61

## PROJECT 4 : AAKAR

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### BRIEF 4:

Inspired from the basic geometry and line the new mens wear collection Aakar meaning minimalistic shapes consist of unique jewellery pieces which can be worn anytime, family function, meetings or to a party is the need of hour. Aakar is a new addition to Tyaani because with this collection they have launched a new mens wear and have entered in mens jewellery market. This collection is simple yet it will make a powerful impact.

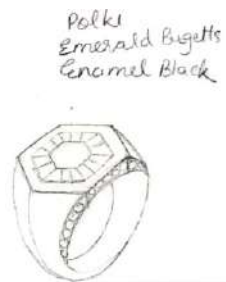
### TARGET AUDIENCE:

Mens aged 25-55  
suited for party, traditionals and everyday wear

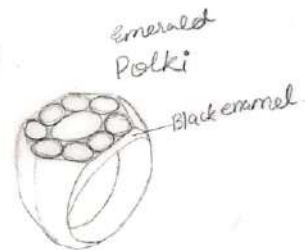
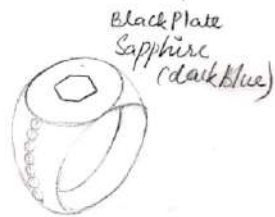
### MATERIALS:

22 KT Gold  
Syndicate Uncut Polki Diamonds  
Ruby  
Emeralds  
Black Onyx  
Enamel

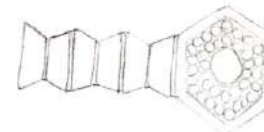
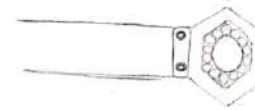
## FORM GENERATION AND CONCEPTS



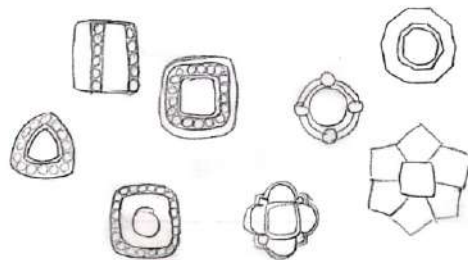
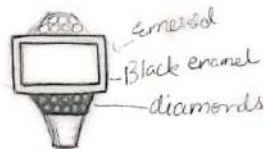
cufflinks



Leather  
Bracelet



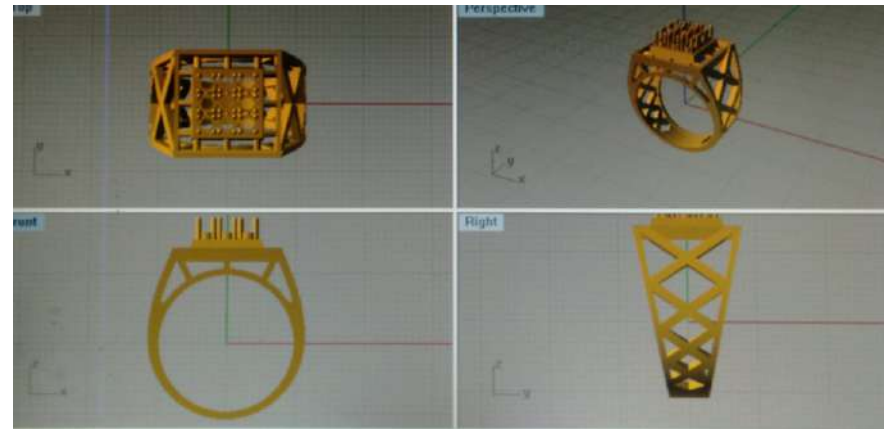
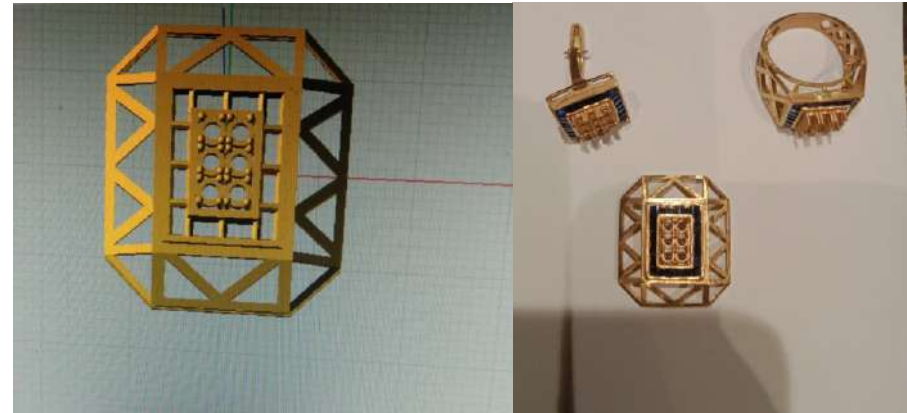
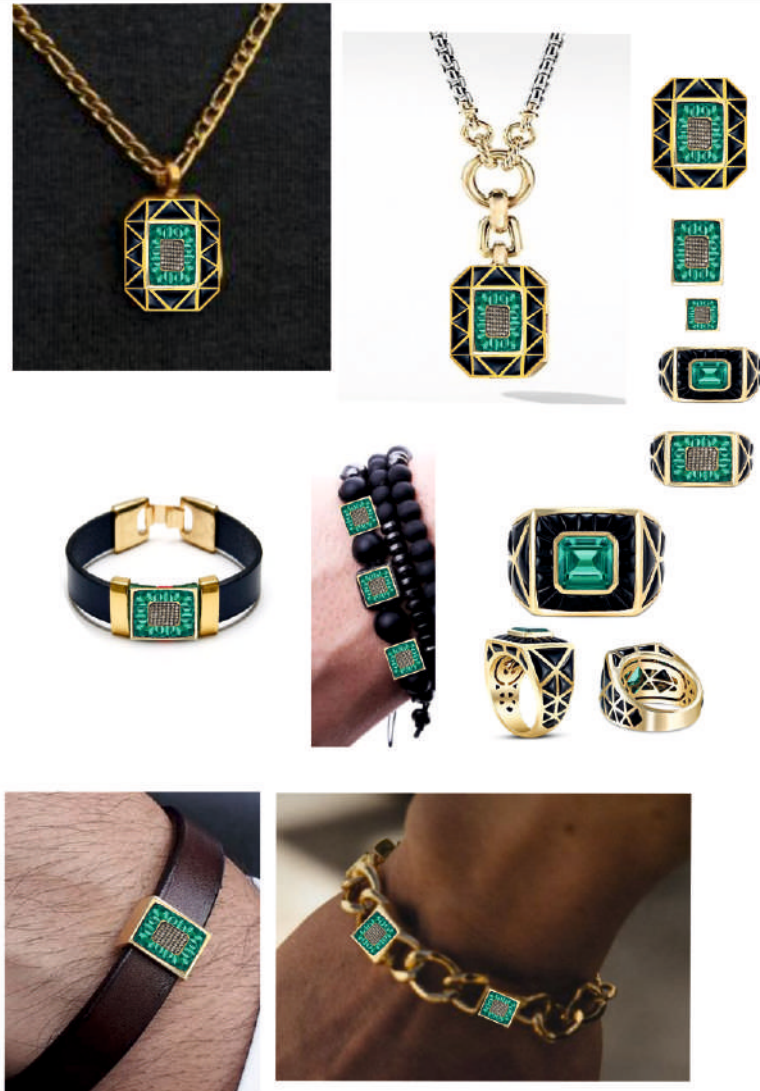
Bracelet







## FINAL DESIGN



IN PROCESS



## OTHER CONTRIBUTION IN THE COMPANY

PURCHASING AND PRICING JEWELLERY  
CUSTOMISATION  
PRODUCT LINESHEETS  
JEWELLERY ASSESMENT  
PHOTOGRAPHY AND VIDEOGRAPHY  
RETAIL (HANDLING CUSTOMERS IN STORE)  
EDITING OF IMAGES

## LEARNINGS AND CONCLUSION

I would like to wrap my graduation project in 3 words – Practical, Inspirational and Challenging.

Being an graduation project student has been an amazing experience at TYAANI by KARAN JOHAR. This project enhanced my knowledge of overall jewelry, profound brainstorming, research based designing, and creative designing.

My journey here has rendered me immense knowledge and confidence to be able to work as an individual. They are known to translate craft techniques in their own language when they work with extreme diverse inspirations. Having an opportunity to work at such a place is equally exciting and challenging. It is a big challenge to interpret and communicate the design language of the brand through your lens. It needs to be backed with deep research and strong communication skills when dealing with all sorts of people at a workplace. Interning with this company gave me all sorts of exposure, including handling clients as well. I also did tasks like assessing the jewelry once it was made.

This internship required many skills that I had only begun to develop in college, including: designing, executing, marketing, negotiating, initiating, persistence, integrity, working with the public, teamwork, and organizing.

As I reflect upon what I learned that was most valuable, I think it was truly seeing that persistence pays. I learned that I can achieve more than I think I can. I enjoyed the challenge and felt driven to do as well as I could. I learned that when I enjoy what I am doing, it is much easier for me to excel.

I look forward to experimenting and exploring the world of jewelry even more, cause there is so much more to it and this project has helped me gain knowledge in the same industry.



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