



# PORTFOLIO

Lifestyle Accessory Designer

ISHA GUPTA

Photoshop  
Illustrator  
Indesign  
Keyshot  
Rhinceros

Rendering  
Styling  
Designing  
Writing  
Synthesizing information  
Communication and presentation

#### ABOUT

Indian

Hello! I am Isha Gupta  
I feel design is the most creative and versatile field that has not only changed avenues for me but it has added sensitivity and value to my overall approach.

#### CONTACT ME

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9993884233



## LIFESTYLE ACCESSORY DESIGNER

ISHA GUPTA

Hindi  
English  
Marathi

#### EDUCATION

SCHOOL  
- St. Raphael higher secondary school

COLLEGE  
- Unitedworld Institute of Design

#### EXPERIENCE

Student exchange  
(Paris, 2012)

Volunteer - Mother Teresa  
(2014 to 2015)

Co-Founder of Zarurat foundation  
(June 2016)

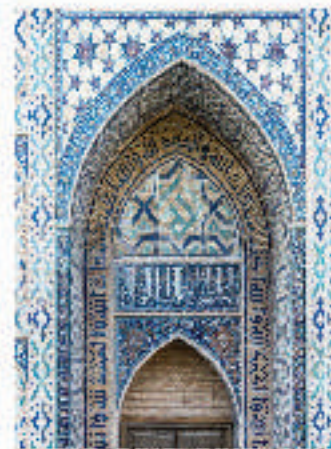
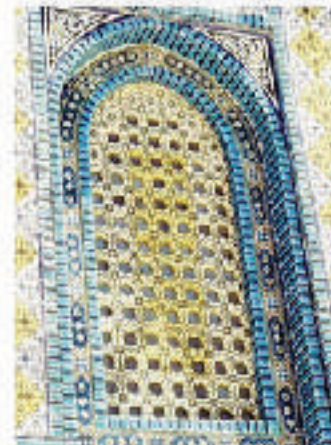
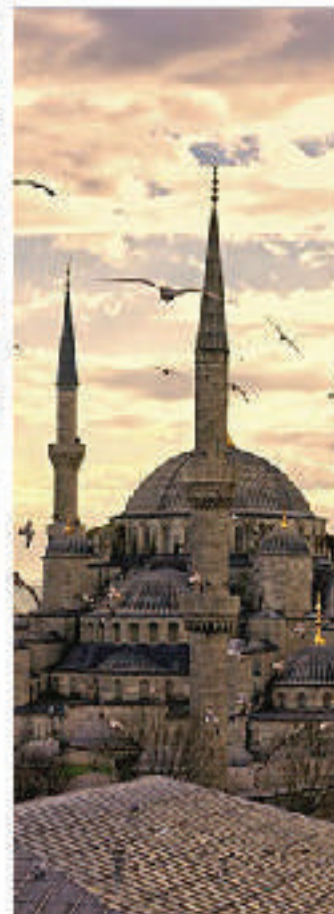
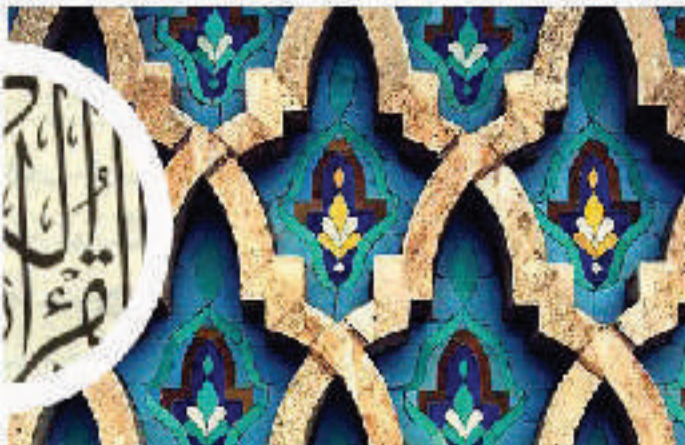
Styling collaborations  
(2016)

TBZ  
(Internship 2018)

Gem plaza, Jaipur  
(Internship 2019)

Freelance projects  
(2018 - 2019)





# I

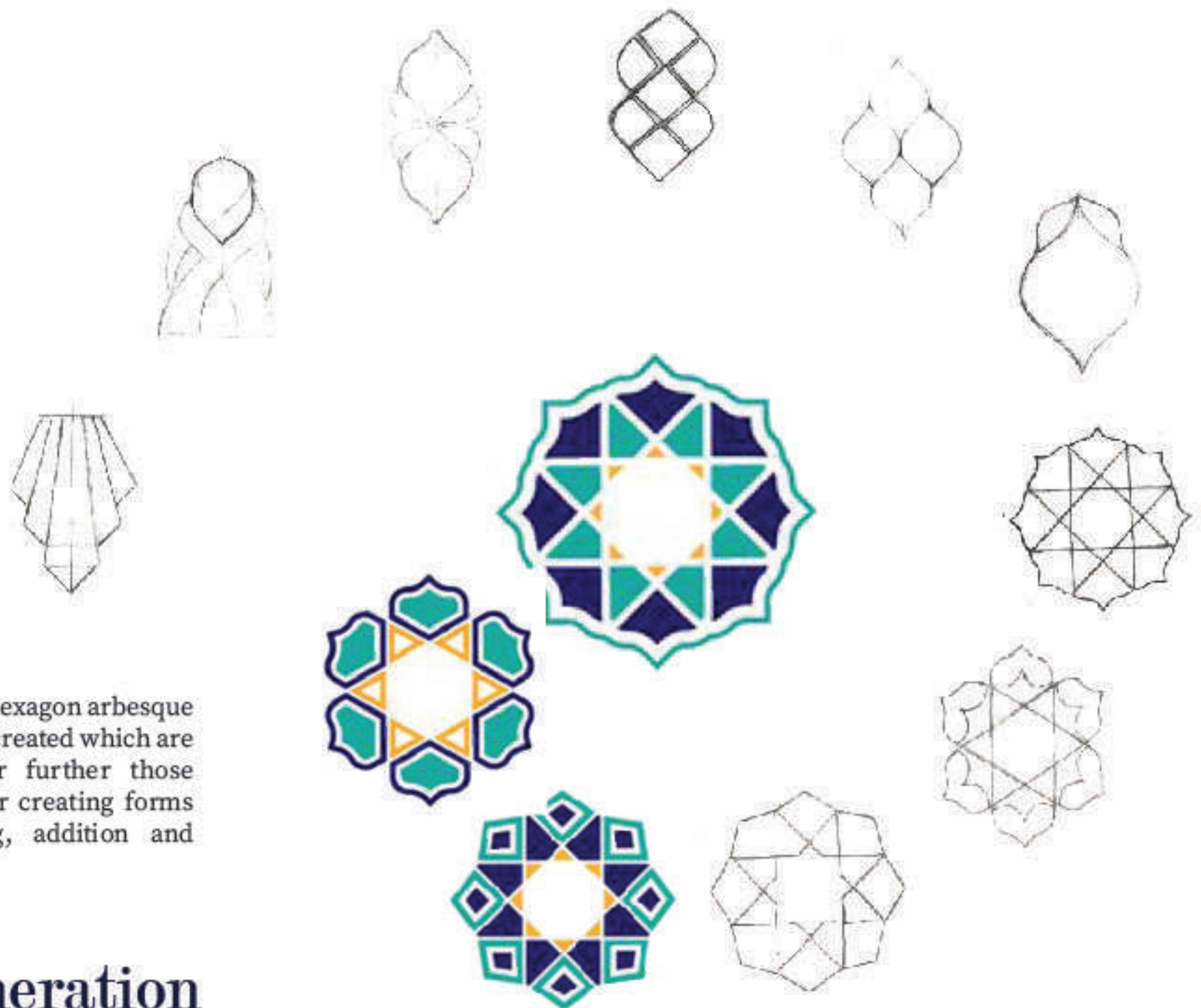
*Modular Jewellery*

# ITYA

The aim of the project was to design a collection inspired by the islamic architecture arbesque and generate forme out of it. Further the concept was to design a jewellery form like an ambi-gram and modular being its key element to amuse the clients.

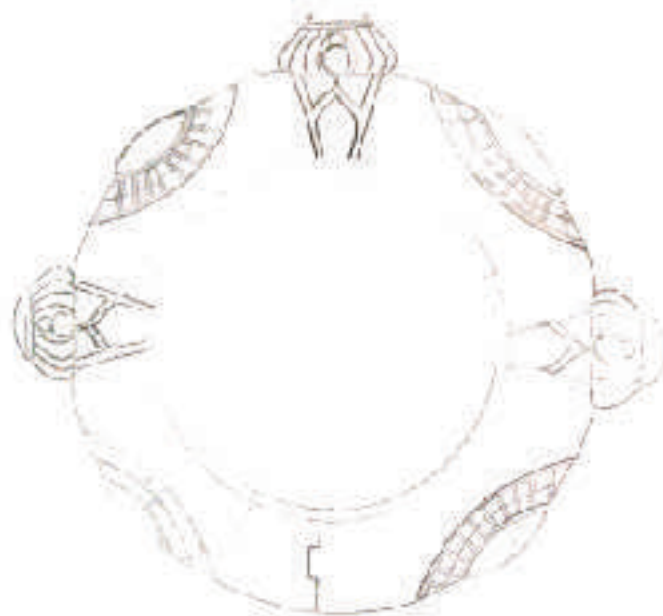
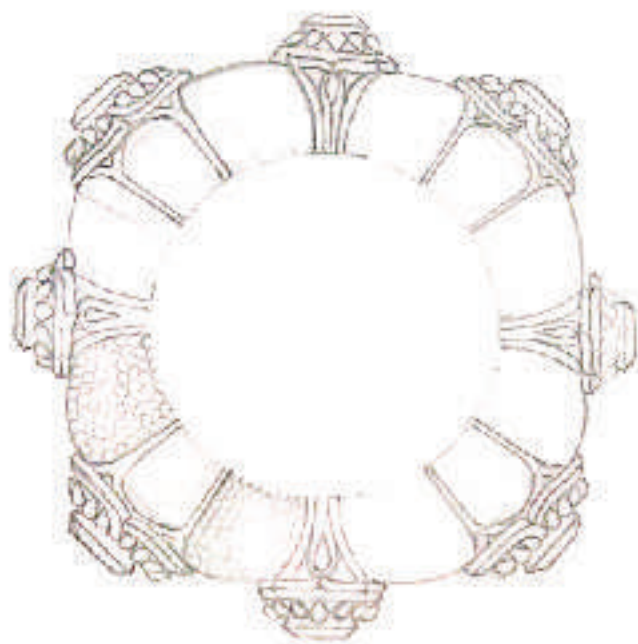
Major requirement was to design a peice which doesnt only add glory to ones jewellery boxes but used by the clients on varied occasion so that the money spent is utilised to its best .





Using the islamic star hexagon arbesque various patterns were created which are placed in the center further those patterns were used for creating forms by using overlapping, addition and subtraction.

## Form Generation

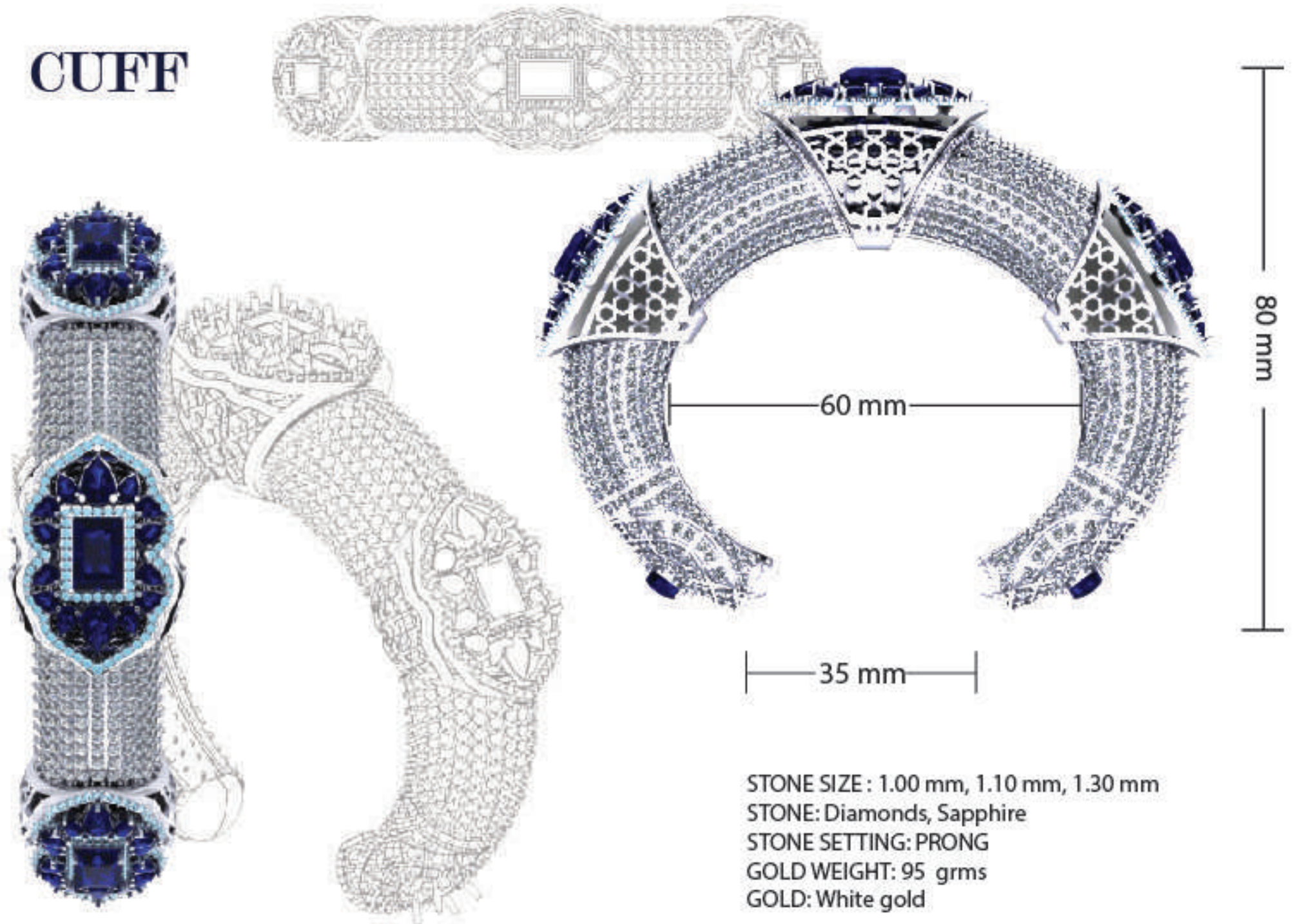


## Concept Generation





# CUFF





The cuff brings out essence of islamic architecture were the jali depicts the arabesque design and the lattice shape somewhat relates to the tomb of blue mosque. Further the placement of the prominent motifs makes it an ambigram form which can be worn from any side.

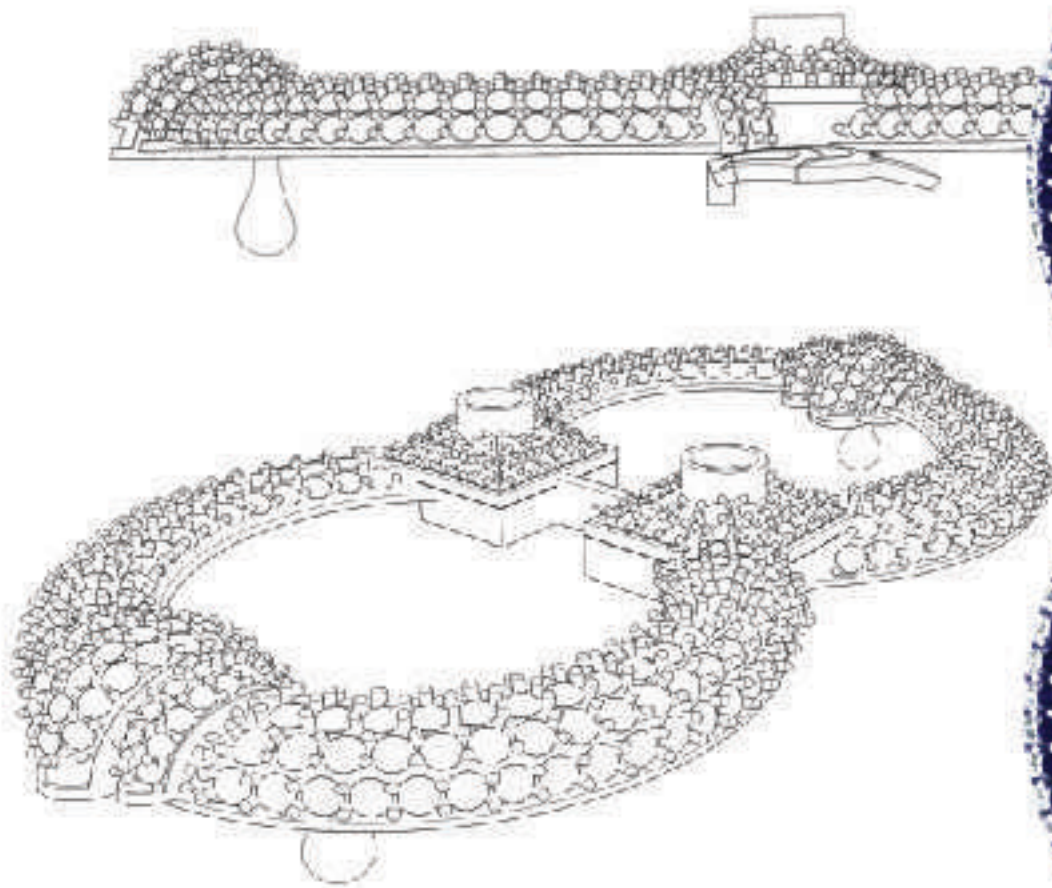




DETACHABLE RING IS  
PLACED IN THE CENTER  
OF THE CUFF.



# BROOCH



80 mm

STONE SIZE : 1.00 mm, 1.10 mm, 1.30 mm  
STONE: Diamonds, Sapphire  
STONE SETTING: PRONG  
GOLD WEIGHT: 95 grms  
GOLD: White gold

35 mm



Brooch is a convertible belt buckle. Two co-insiding circle have evolved from the never ending flow in arabesque motif and thus pops the idea of infinity in ones head. The use of cab stones highlights the center were its tried to give some glance of the mosque spherical tombs.





# II

*Men Accessory*

# VIAN

Changing dress codes with class and excellence! Whether in the expression of a classic and timeless look or a more staggered look, let your creativity and your personality express themselves with this elegantly designed item of jewellery for ties.



## Inspiration

The style is in the detail

Burberry check enhance each piece with their refined contours and bring brilliance and sophistication. The elegance of simplicity. A refined collection that knows how to be discreet while bringing that exceptional touch.

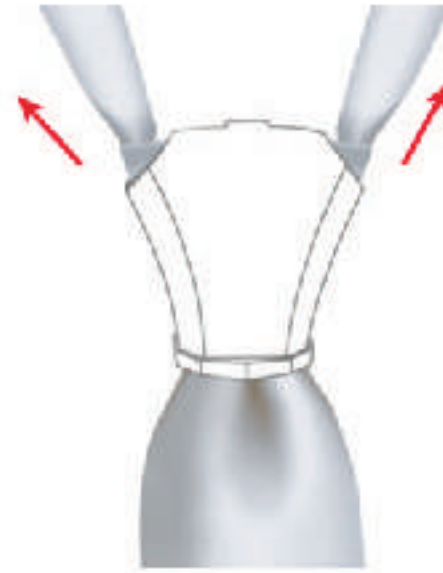
The blend of colours comes into play. Clearly a step-up in class. The influence of textures and noble materials. A collection of strength and character; a tribute to manhood.



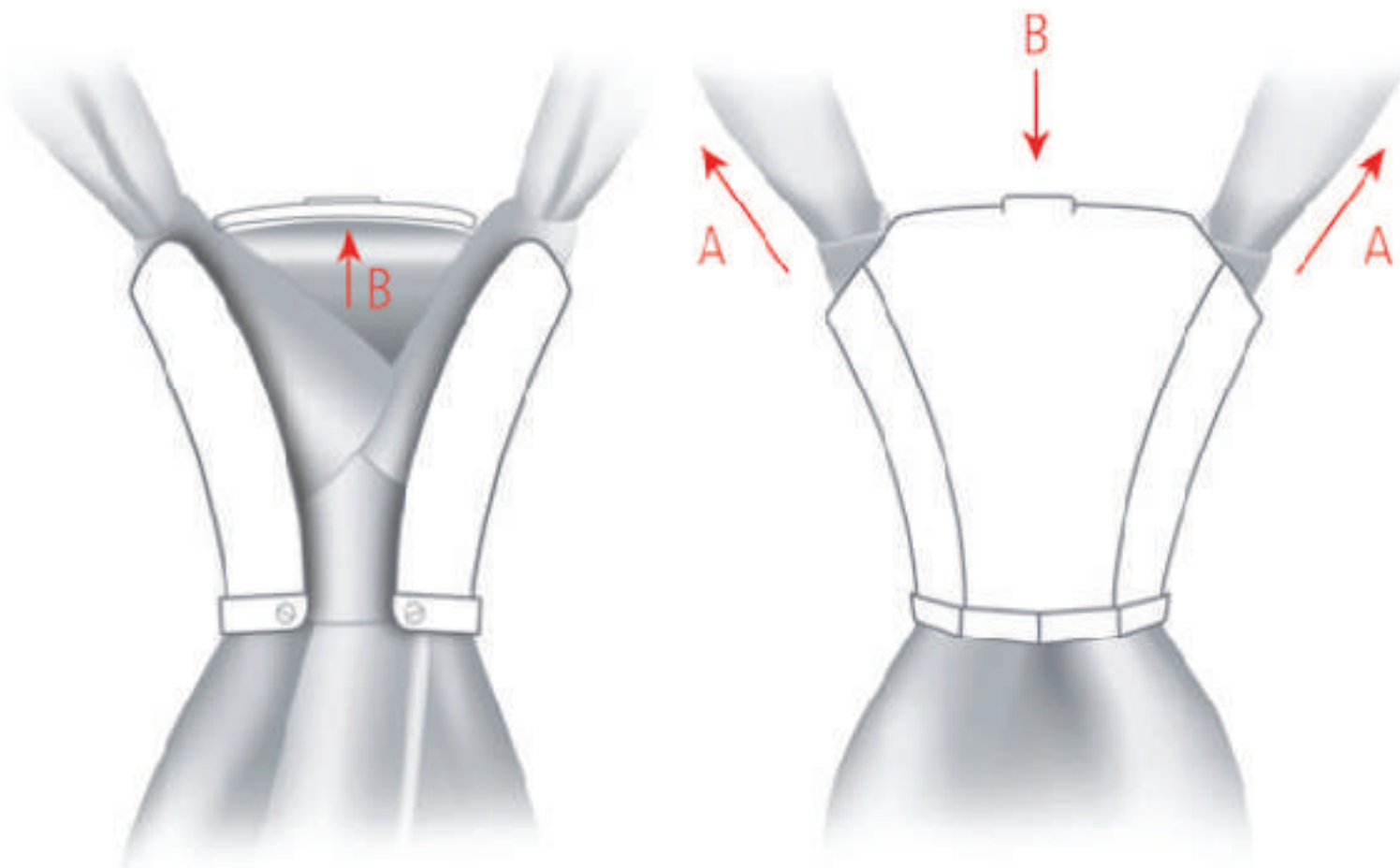
# Form Generation



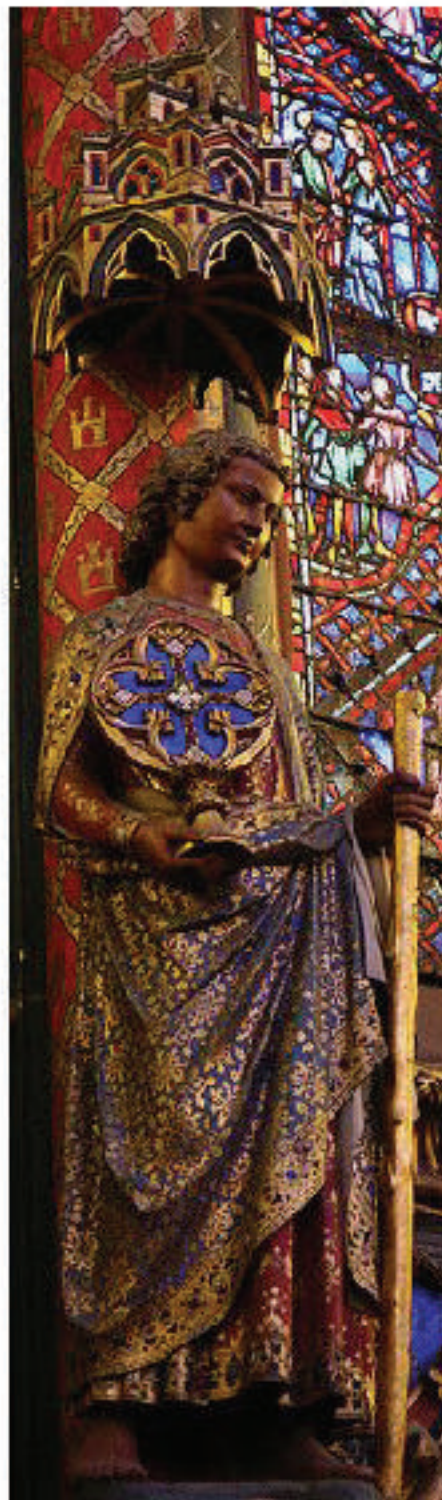
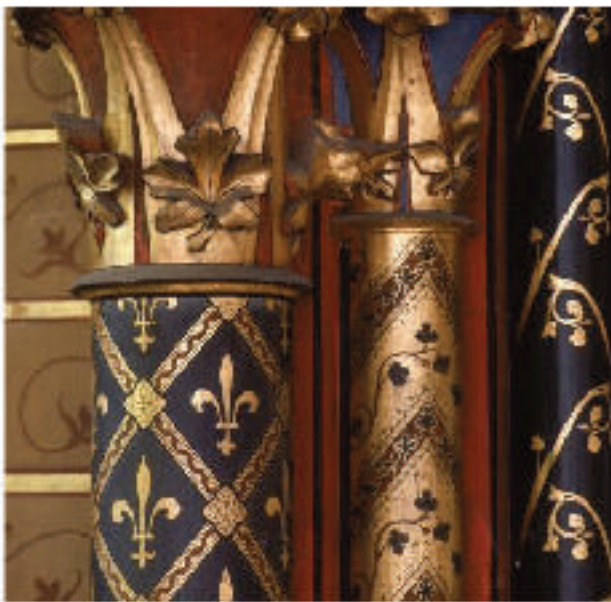
# How To Use







Ensure that the knot exits are in place in the notches provided (A)  
Position the tongue so that it sits on the top of the knot (B)  
The 2 ends must be inside the shell.



# III

## *Earrings*

# FLEUR

The Sainte-Chapelle one of the most breathe taking and must visit architecture in paris.

### DESIGN BRIEF

To design a jewellery for todays business women of age 25 to 35 years. Socially active and ethusiastic to explore.

Key elements to keep in mind  
light weighted, stylish and  
chic.





15 mm

STONE SIZE : 1.00 mm, 1.10 mm, 1.30 mm  
 STONE: Diamonds, Citrin  
 STONE CUT: Brilliant cut  
 STONE SETTING: PRONG  
 GOLD WEIGHT: 15 grms  
 GOLD: Yellow gold



Form Generation







# IV

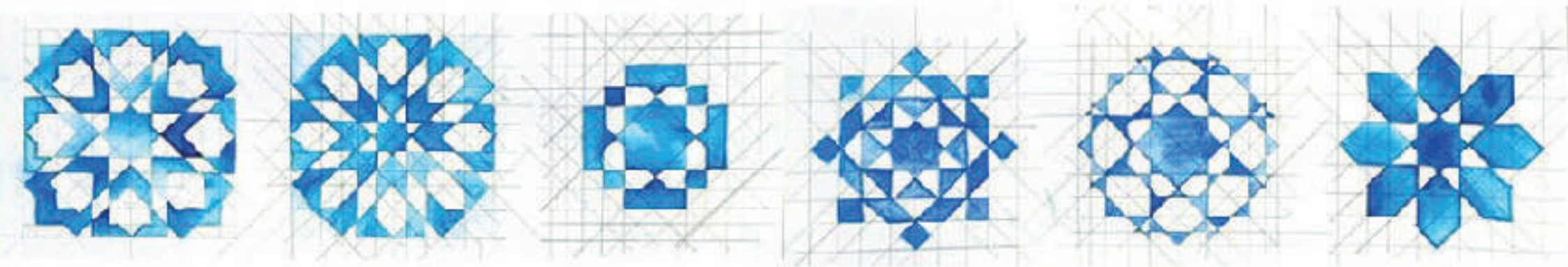
*Ear Studs*

# PURNA

The collection is designed for new wedded indian women.  
The inspiration for the project is islamic architecture jalis.

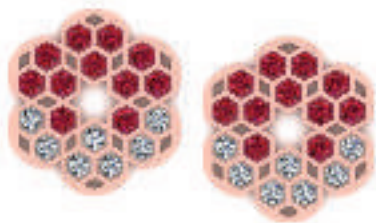
The purpose of this project is to make light weighted ear studs in unsuall size which fits the requirement of these newbies to be ornated yet make a strong style statement.

# Form Generation





# Concept Generation

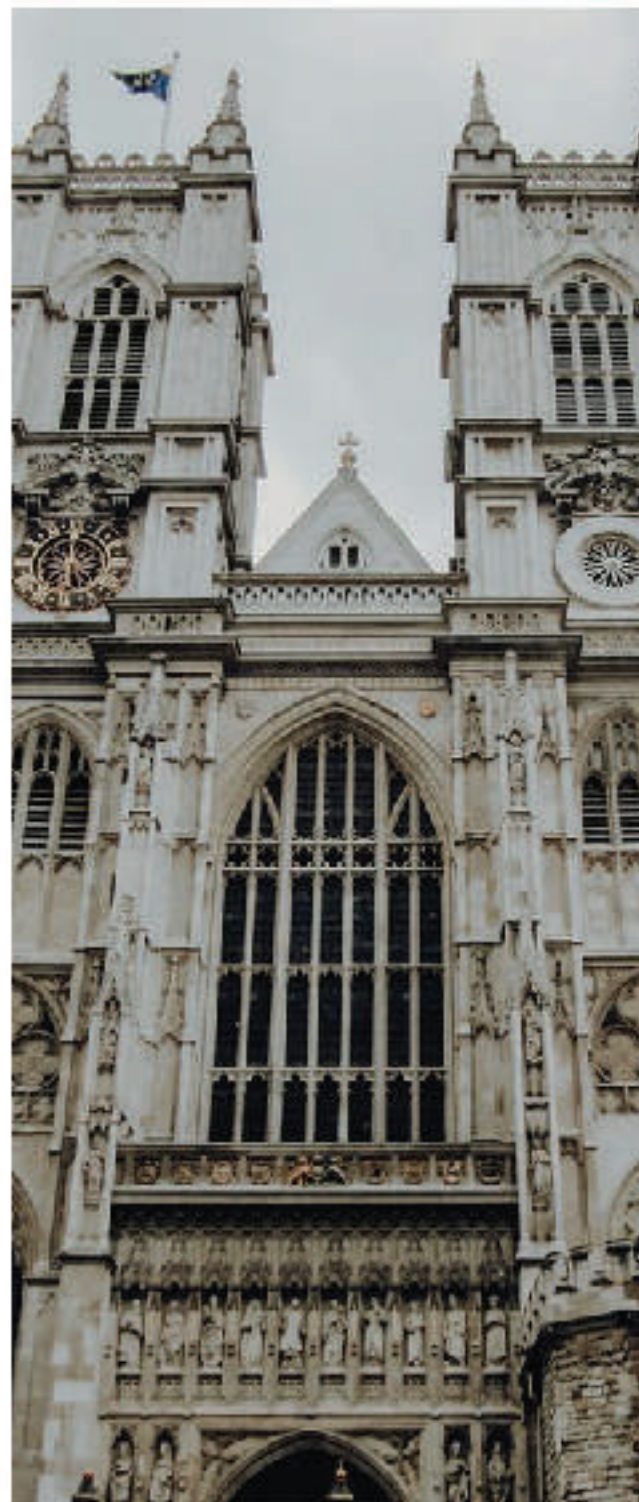


Earring	25mm	Range
Gold wt	6gm	Pcs 2



Earring	25mm	Range
Gold wt	6gm	Pcs 2





# V

*Time Wear*

# SWAVE

The objective of the course was to study the latest trends and amalgamate them with any one of the wgsn stories 2017. Further to intrepert the board and design a time wear with some unusual elment which attracts the market audience.

Inspired from Westminster Abbey a mesmerising gothic architecture.

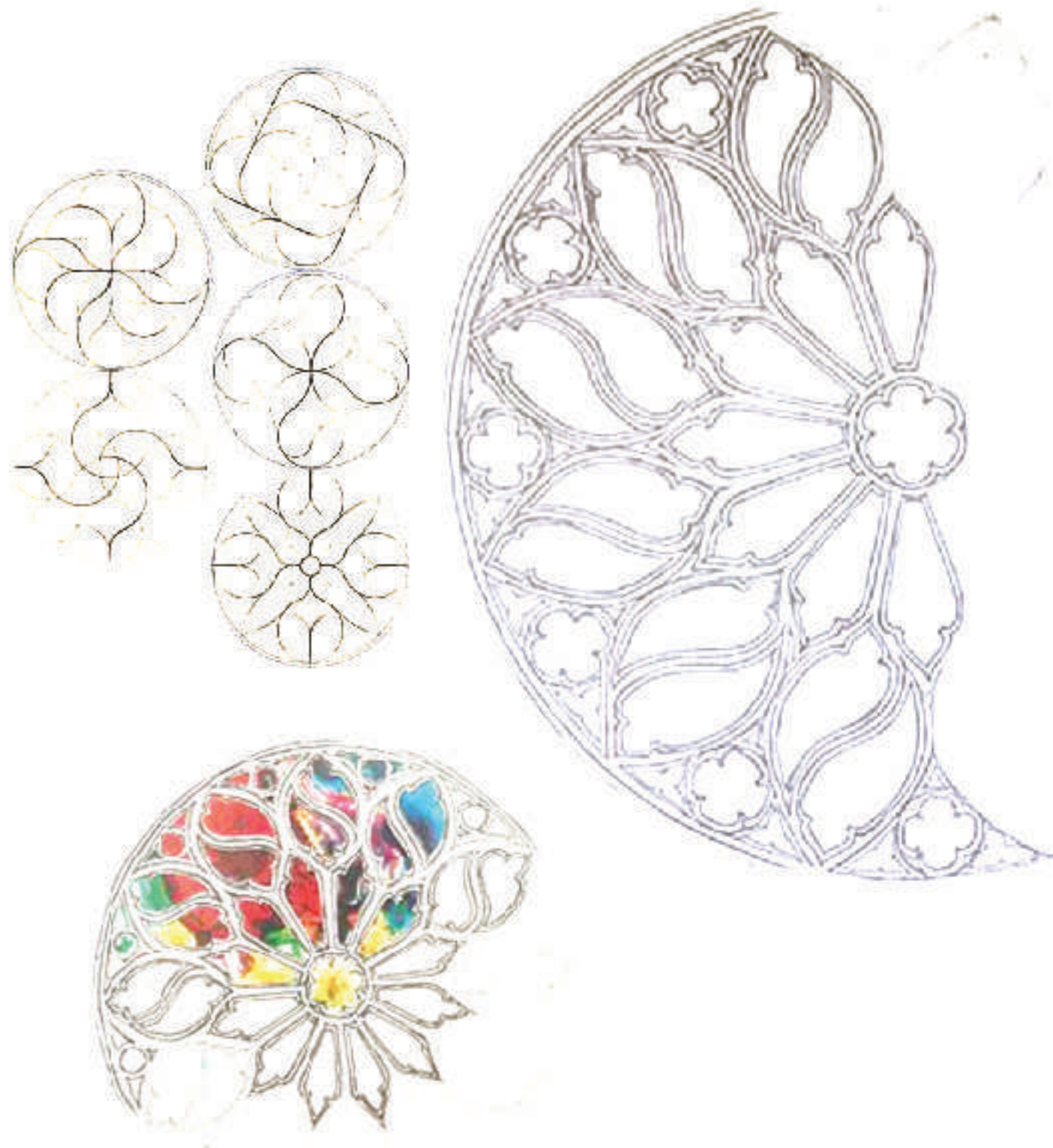


# Form Generation

The inspiration of the project is intricate rose window of the Westminster Abbey, London. Rose windows are the large circular stained glass windows found in Gothic churches. They originated with the oculus, a small, round window in Ancient Roman architecture. During the Gothic period, the development of tracery (decorative supporting stonework) allowed such large windows to be created.

Manipulating various designs of different rose windows the design of the dial was created.

The interesting fact which could be noticed in the dial is the gradation change happening with respect to time. i.e. the current hour would be represented with the darkest grey and the past hour would be pale grey. The gradation is a crowd puller for the product.





# Concept Generation









# VI

*Bags*

# BENE

The task was to design a bag that would be suitable for people who have personality similar to Anusha Dandekar

The collection focuses on mixing two different materials and Braiding techniques were also used.

Further form play is something that was kept in the mind so that product outshines from existing availability of products.



## Project brief

To design bag that are budget friendly and can be produced at large scale. Further two set of material are to be used which compliments each other. The accessory should be user friendly.

Materials used: Leather  
Cane

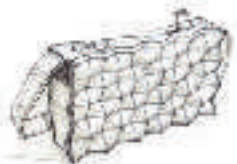
Hardware used: U hook  
Rivets



Concept 1. where origami and wood team up for a surprise.



Concept 2. where vinyl and zip mechanism dazzle out.



Concept 3. where PET bottle plastic is used.

## Final concept

The chic bag has a room for every necessary thing which women carry in her bag. i.e. sunglasses, napkins, wallet, credit cards etc.

Final design is an interesting combination of materials and techniques. Use of cane with leather creates some amount of contrast in the design and creates some vivid sparkles in the look.









contact

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