

# PRODUCT KNOWLEDGE



## CULCUTTI DESIGN

- ▶ This is east Indian jeweler very intricate and weighted design.
- ▶ Fine work of rawa kaam (granulation) and filigree work.
- ▶ An ancient jewellery surface declaration process employing small solid balls of gold jewellery surfaces. This solids orbs grouped together form patterns, figures and designs depending on the creativity of the artisan.
- ▶ In India this design is very popular as a bridal jewellery specially in Bengal and Maharashtra.
- ▶ 22kt (yellow color) heavy look jewellery.
- ▶ This design is created by Bengal karigar.



## JADAU(POLKI)

- ▶ Jadau jewellery is a very old jewellery making in india.
- ▶ It originated in the Mughal era.
- ▶ Polki is the local name for flat uncut diamonds. Rough diamonds having no depths but have a largish flat surface which can be semi polished are used to set in Jadau jewellery. Other name for polka jewellery is vilandi and uncut diamond jewellery. Virtually all of indian jewellery was close set where in layers of narrow ribbons of pure gold form a solid wall around the polka.
- ▶ Over a period of time, A whole cluster of Jadau jewellery artisans setteled in rajasthan.Thats when rajasthan got the reputation of making the finest Jadau jewellery in india.





# KUNDAN JEWELLERY

- ▶ Kundan jewellery belongs to rajasthan.
- ▶ This is a non precious stone Jadau jewellery.
- ▶ Kundan jewellery involves setting of cristal glass or what is locally known as parab in the extract of same procedure are setting as a polki jewellery.
- ▶ There are some intricate processes making in kundan jewellery.
- ▶ Step1: On the basis of drawing, the goldsmith meticulously craft the metal mould or ghat in which stone will be set.
- ▶ Step 2: The ghat is the send to the engraver to carve out the area marked for filling in enamel.
- ▶ Step 3: As per the design and color scheme of the ornament, the enamels engraved parts on the ghat.
- ▶ Step 4: Each ghat is fixed firmly on a small wodden handel laden with lac and the gem setter expertly sets each stone in to place. Layer upon layer of narrow pure gold ribbons are compressed and pushed to form a wall around each gem stone to camouflage any shape irregularities of the gemstone make them look uniform.



## TEMPLE JEWELLERY

- ▶ This is south indian jewellery.
- ▶ This design takes inspiration from nature and mythology.
- ▶ It is distinct as compared to all other kinds of indian jewellery because it has high level of symbolism and story telling.
- ▶ This jewellery design technique was adopted for decorating large size idols and temple pendent. The repousse technique employees a very small quantity of metal beaten to paper thinness ad then worked in to such detail and opulence that it manages to convey an impression of weight and solidity so that every design stand out in 3d relief.
- ▶ A sheet of gold is beaten to the desired thinness cut in the required outline and laidover thick wax. The design of the piece first hand drawn on paper then carved out on lac as a die. This die is used to trace into the gold sheetso the image appears as relief on one side of the metal. The back of the design is often field with liquid lac to maintain the relief and closed with most often gold.



## RAJKOT JEWELLERY

- ▶ This jewellery belongs to Gujarat.
- ▶ Gujarati jewellery takes inspiration from nature and is chunky like tribal jewellery.
- ▶ This design making technique involves enamling and stone work (colored).
- ▶ It is a surface decoration technique in which a pigment of vitreous nature composed usually of powdered potash and silica ,bound with oil, colored with metallic oxides are applied to gold.
- ▶ It contents colored stones which enhance the designing .



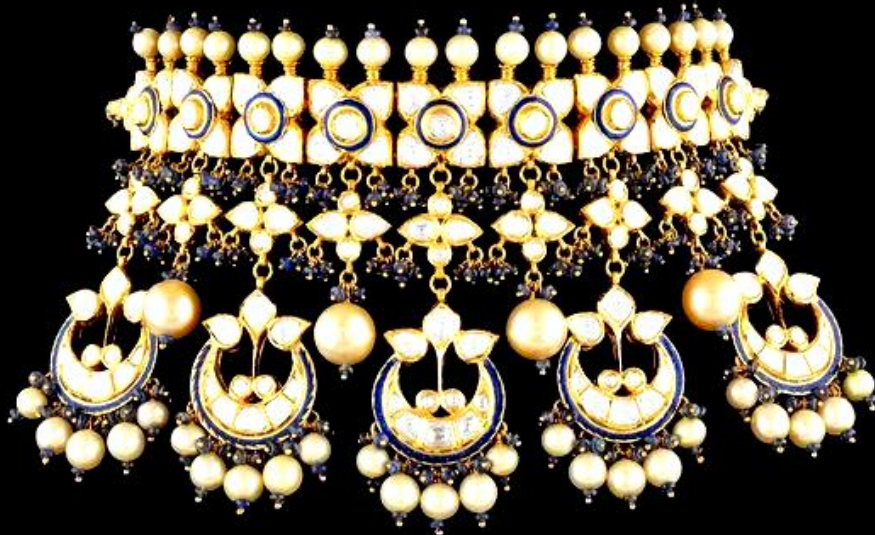
## TUSHI JEWELLERY( Maharashtrian Jewellery)

- ▶ This is west indian jewellery belongs to Maharashtra.
- ▶ A distinct feature of maharastrian jewellery is the usage of stamping technique and gold foil on lac beads and hollow gold beads.
- ▶ It is very lite weighted jewellery but have heavy appearance.
- ▶ 22kt yellow gold jewellery some times may content variety of colored stones.



## MUMBAI JEWELLERY

- ▶ This is imitation kind of jewellery but content 22kt gold.
- ▶ This design include lots of colored stone( semi-precious) and less amount of gold.
- ▶ Fascinating and designer kind of jewellery. This design set a trained of indowestern appearance in market.
- ▶ This design can be wear with traditional attire as well as with designer indowestern attire.
- ▶ Very trendy jewellery have a high demand in a market.





## COIMBATORE JEWELLERY

- ▶ This jewellery belongs to tamil region.
- ▶ One of the earliest form of jewellery involved high karatage with natural flowers and leaf design.
- ▶ It has glossy finishing as well as matte finishing.
- ▶ Very lite weight jewellery, also can be wearable on regular basis.
- ▶ Popular concept of jewellery all over india.



## **KARWAR JEWELLERY( New concept)**

- ▶ This is a latest design running in the market now a days. It contains 22kt yellow gold.
- ▶ It is lite weight heavy look design.
- ▶ Very popular in Maharashtra as well as orissa.
- ▶ This design set a trained for gifting purpose jewellery. It has matte finishing.
- ▶ The characteristic of jewellery is filigree work or tarkashi kaam.
- ▶ In this jewellery design technique, where wires are drawn and intricately brought together to form a jewellery piece at lite weights.
- ▶ This jewellery is speciality of Orissa.



# ITALIAN JEWELLERY

- ▶ It is a indowestern jewellery.
- ▶ This design contain 18kt gold.

1.rose gold

2.white gold

3. rhodium plating

4. yellow gold

- It has high glossy finishing also has matte finishing.
- This design contain very less quantity of gold. Very lite weight heavy look design.
- Very popular design can be wear with western outfit.



## ANTIQUE JEWELLERY

- ▶ Antique jewellery means vintage, passed on generations.
- ▶ This is actually rajasthani conventional and fine art jewellery done.
- ▶ Antique look jewellery is manufactured using the latest technology but with heritage craftsmanship.
- ▶ The design depict ancient culture, They are normally heavy jewellery with dull finish. Made of 22kt gold.
- ▶ This jewellery contain oxidized black polish on the surface of jewellery.
- ▶ The craftsmanship of jewellery involved kundan work, semiprecious colored stone work and also precious gemstone work.
- ▶ This design is a symbol of royalty.





## CASTING JEWELLERY

- ▶ Casting is solid and durable design so that can be wear on daily use basis.
- ▶ Casting is also known as the lost wax process. This process is now being extensively used to make multiple jewellery pieces of the same design of very high precision in very low time.
- ▶ The process of casting is as follows:
- ▶ First design is sketched on paper then a metal or a wax master of that design is



made. Then a rubber mould of the design is made. The rubber mould is cut and the master piece is removed. One can make as many pieces in wax as required using the rubber mould wax get injected into the mould. Once cooled you get a wax piece. These wax pieces and join together to create a wax tree. These wax trees are then placed in a flasks. This flasks are then filled with a plaster like material. This flasks are heated in an oven to harden. Gold is poured in to the flasks. You now have a gold tree instead of the wax tree. The individual pieces are polished and finished and you get multiple pieces of same design.

# VICTORIAN JEWELLERY

- ▶ Influenced by the European style jewels brought and adorned by the British invaders.
- ▶ The Victorian style jewels are made using gold, platinum or silver and decorated with inexpensive garnets, corals and other commonly available materials.
- ▶ These articles usually bear an inimitable Anglo-Indian charm which has made them highly popular among the generation.



## DAHISAR JEWELLERY

- ▶ This is north indian jewellery.
- ▶ This is a very traditional design use as a wedding jewellery.
- ▶ It contains 22kt yellow gold. It has more matte finishing and less glossy finishing.
- ▶ It has a surface decoration of spray meena work on gold.
- ▶ Small designer plates of gold combined to form a piece of jewellery. It is lite weight heavy look jewellery.

