

MODERN JEWELLERY

Segment & Target

MARKETS

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- Location-based
- Schools, College, Party halls, Gatherings, Travelling, Office, Shops and malls etc.

PSYCHOGRAPHIC

- Lifestyle
- Values
- Beliefs
- Story

DEMOGRAPHIC

- Age (10 - 28)
- Gender (all)
- Income (Middle class)

BEHAVIOURAL

- Online shopping vs brick and mortar shopping
- Playful
- Surprising
- Emotion
- Pleasant
- Colorful

Project 2

The journey begins from the history of Indian jewelry and ends up with two parts of final year project. first part is completely only about jewelry and this ends up with the scope for my mini project which is considered as second part of the project and it ends with the final product of hearing aid. The device which is recommended for the people who have hearing disorders and they can use it as a jewelry in their daily life.



Hearing Disorder Aid

Ear jewellery

Concept

Product No - VJR112 Date - August- 2014



Code	Collection	Carat Designer	Carat Wt in 18Kt	Ring Size	R-Thickness	Length	Width
VJR112	Rings	4.5	---	---	---	23.5	22
Stone	Quality	Color	Car Shape	Setting	Size (MM)	Qty	Wt of Diamond
Diamond	SI, GSI	White	Car Round	---	6.1	1	0.75
Diamond	SI, GSI	White	Car Round	---	1.3	37	0.37
							1.12

Product No - VJR119 Date - August- 2014



Code	Collection	Carat Designer	Carat Wt in 18Kt	Ring Size	R-Thickness	Length	Width
VJR119	Rings	1.5	---	---	---	20.5	25.2
Stone	Quality	Color	Car Shape	Setting	Size (MM)	Qty	Wt of Diamond
Diamond	SI, GSI	White	Car Round	---	5	1	0.5
Diamond	SI, GSI	White	Car Round	---	1.35	34	0.34
							0.84

Product No - VJR116 Date - August- 2014



Code	Collection	Carat Designer	Carat Wt in 18Kt	Ring Size	R-Thickness	Length	Width
VJR116	Rings	4	---	---	---	21.5	21.5
Stone	Quality	Color	Car Shape	Setting	Size (MM)	Qty	Wt of Diamond
Diamond	SI, GSI	White	Car Round	---	6.1	1	0.75
Diamond	SI, GSI	White	Car Round	---	1.3	41	0.41
							0.46



INTERNSHIP PROJECTS NOW SELLING IN MARKET



Internship