



CBI
Ministry of Foreign Affairs


CBI's Jewellery Design and Inspiration Guide

Trends, inspiration & check lists for global designers & stylists



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As a jewellery designer or stylist, you will want to know all about the complexities of creating designs and styles that bear your own creative mark, while also answering to the real wants and needs of customers. This CBI Design and Inspiration Guide deals with both aspects: creativity and marketability.

Sprinkled among the many pictures and images in this guide, you will find simple, professional insights on how and where to find inspiration; how to put in order your sources of inspiration; how to keep in touch with market trends; and which materials and techniques are available and in vogue on today's jewellery markets. You will find a helpful design checklist and suggestions on recycling and innovation.

With the insights and tips presented here, you will be further equipped to create authentic, marketable products that will dazzle European jewellery buyers.

1 Design seasons and Trends

When it comes to fashion, Europeans divide the year generally in a summer and a winter season. Spring-Summer (SS) products are bought in September, while Autumn-Winter (AW) products are bought in February.

Spring/Summer

- Summer colours are mainly light and bright. Winter colours are darker.
- Summer products are bangles, bracelets, and short enclaves, light earrings.

Autumn/Winter

- Winter products are long enclaves, rings, anklets, earrings and ear studs. In general, often more luxurious materials.

Guide for making new collections:

Two times per year new collections have to be launched. Go through the current collections and check the sales per item. Some products can be prolonged and thus can become a classic product. Keep those items in your collection and when the fashion requires new colours, add the new colours, and it will become fashion again.

Swarovski is one of the leading companies that you can look to for information on the new coming trends and new colours. This company can partly dictate the coming fashion. A new approach to keep yourself on track with today's fast-changing world is to create products with the right mix of materials and craftsmanship in such a way that the products will not be easily copied.

In order to get to that stage, find companies you can cooperate with. For instance, use their knowledge, machineries and specialism. There is not always a need for you to have all the know-how in your own company. In this way you do not need to reorganise, should there be a sudden decline in sales. Buying know-how will be less risky in many cases.

It is important to collect new findings, parts, stones, settings and chains in order to have the appropriate ingredients on the design table

Three categories of trends

In order to create the kind of products buyers are looking for, you need up-to-date information on market trends. Generally speaking, designs with market potential are innovative and current, offering good quality at the right price. Trends, furthermore, can be divided into three categories. Keep a close watch on all of them, allowing your designs to be influenced by them in the coming seasons:

1) Ready-to-wear fashion: trends in category segment are dictated by the garment industry and the large fashion brands. Trends regarding fabrics and colour ranges are published about two years before the final products appear in the shops. This means there is enough time for jewellery and accessory producers to create new product lines and launch them six months before the new ready-to-wear collections appear in the shops. The lifetime of ready-to-wear fashion trends is one season.

2) Street fashion trends: these are trends picked up from street fashion, mainly for young people. As they tend to be spotted by the editors of fashion magazines, they can spread all across the world. These trends can last for several seasons.

3) Sudden and unforeseen trends: these are trends caused by an event with a huge impact on the public worldwide. Examples include movies, charity events, or performances by celebrities with whom consumers can identify by adapting their lifestyles. These trends last for about as long as the events that caused them.

- For more information on trends, please visit the websites of Lidewij Edelkoort: www.edelkoort.com and www.trendtablet.com, both sites are known for their trend forecasts and are updated every week.
- For more information on the online fashion community dedicated to sustainability, see www.ethicalfashionforum.com. Their aim is to make it easy for fashion professionals and businesses to work sustainably, a social enterprise set to transform livelihoods for people in the developing world and to significantly reduce the environmental impact of the fashion industry.

Beyond trendiness: Jeans, the world's most wanted fabric

Trends come and go. Some trends are here to stay, for example, jeans. Jeans has a long history and is likely to have a long and bright future as well. Demand for jeans is worldwide, whether it concerns new jeans with a washed look, or bleached, torn, decorated, pimped, second-hand, recycled, printed, re-used or any of many other variations. Jeans fabric is popular in ready-to-wear fashion, but also in interior decoration, for example in combination with old wood, and in furniture applications (re-used denim).

The Jean School, a special vocational training centre in the Netherlands for denim professionals is a typical example of the position of jeans on the fashion market. Leading brands including Levi's, Hilfiger and Denham support the initiative by participating in programs, providing lecturers and offering internships to students. Website: www.jeanschool.com

But be aware of the fact that jeans also have a downside: for every pair of jeans, 7,000 litres of water is used.



Seen on the streets of Yiwoo City: a girl wearing her jeans with 15 centimetres rolled up and decorated with old buttons. Beads and Swarovski elements might suggest a new direction as well.



Styling jeans

Jeans tell many stories about fashion and trends. Some jeans companies send stylists all over the world to observe what people are wearing. They may come back with pictures of clothes lines hung with faded or repaired trousers in a Shanghai suburb. After brain storming sessions, these images are used to develop a trend based on simple reality.

Observe street fashion and you will get some great ideas!

2 Getting inspiration for your designs

Beauty & meaning

There is more to jewellery than we often realise. As a jewellery designer or stylist, you have the privilege of adding beauty and meaning to people's lives.

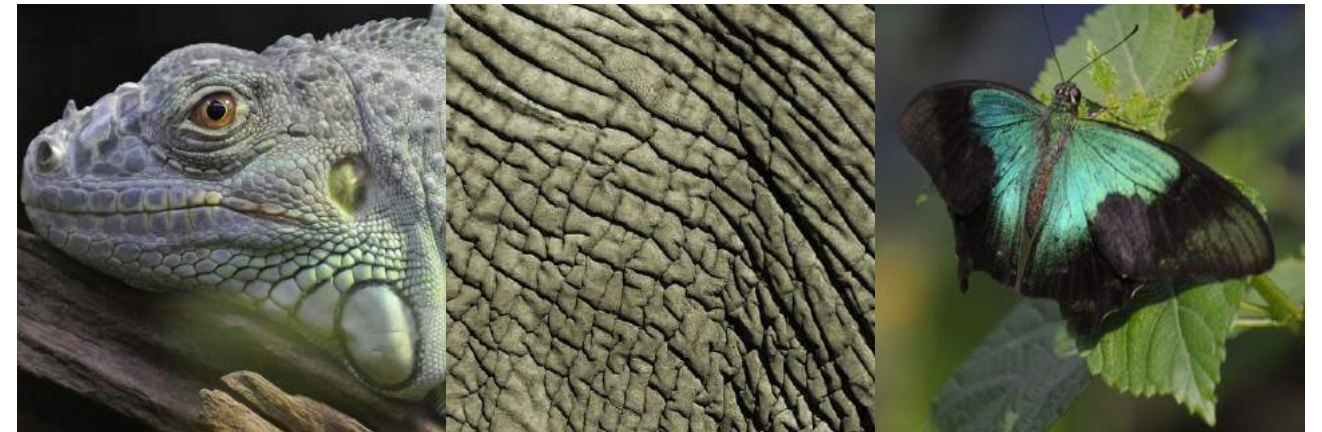
The objects, scenes and images in our surroundings are of enormous importance to us in everyday life. Some are part of our surroundings; others are things we deliberately bring into our lives. We can be happy and so surprised by the high resolution (quality) in colour and brightness of images captured through our smartphone or camera. These modern devices sometimes give us unlimited possibilities. And with software, we may sometimes adapt our pictures in surprising ways. But do we realize that our eyes, for most people, are so much better? We are able to see 3D and with sound, smell, vibrations blended with our precious memories. This is really amazing, although we take it for granted too often. Symbols and signs show us where to go and what to do, without a word. Landscapes and cityscapes silently affect our mood and influence our very being. A necklace or a ring may be used to express more than words could ever do.

Often we are unaware of the fantastic experience our natural senses offer us of what exists around us: three-dimensional, high-definition, surround sound. Our senses pick up the nest and subtlest hints from our environment, from the slightest trembling of airwaves to weather factors like wind, rain or snow, and from scents and fragrances to colours and forms. We choose and create shapes, colours and materials with which to adorn our cities, our homes, and our own bodies. All of this blends in mysteriously with our thoughts, emotions and memories, adding beauty and giving meaning and direction to our existence. The art of jewellery design is an art worth investing in.

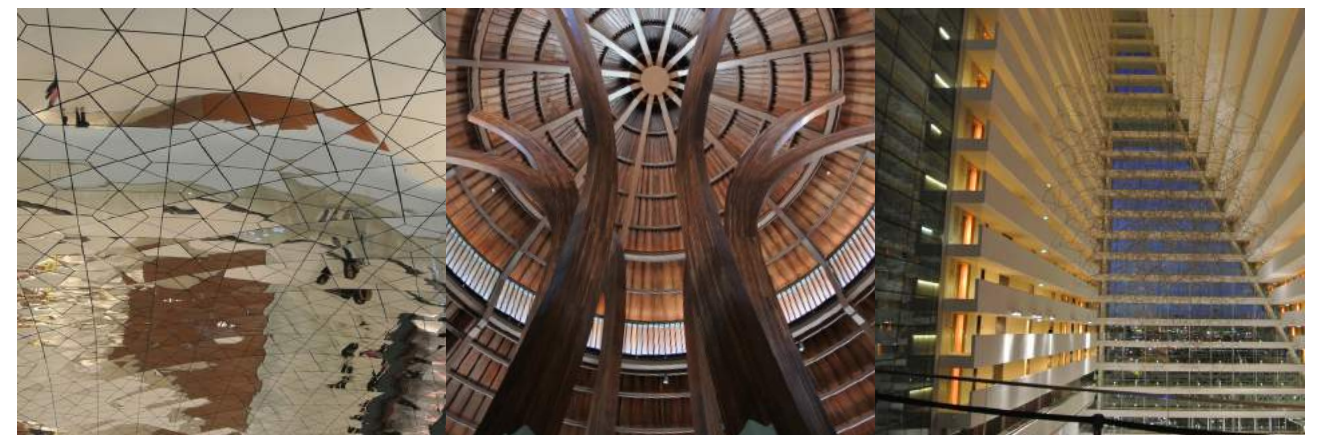
You do not need to travel the world to find inspiration

Creating a product always starts with some form of inspiration, which is then combined with the available skills, materials, techniques and market expectations. You do not need to travel the world to find inspiration. Look closely, and you will find countless sources of inspiration right where you are.

In this manual, we have divided these sources into two categories.



What we call **first-degree** inspiration refers to all things natural: flora, fauna, mountains, deserts, the universe, the morning light, rivers and oceans, natural structures.



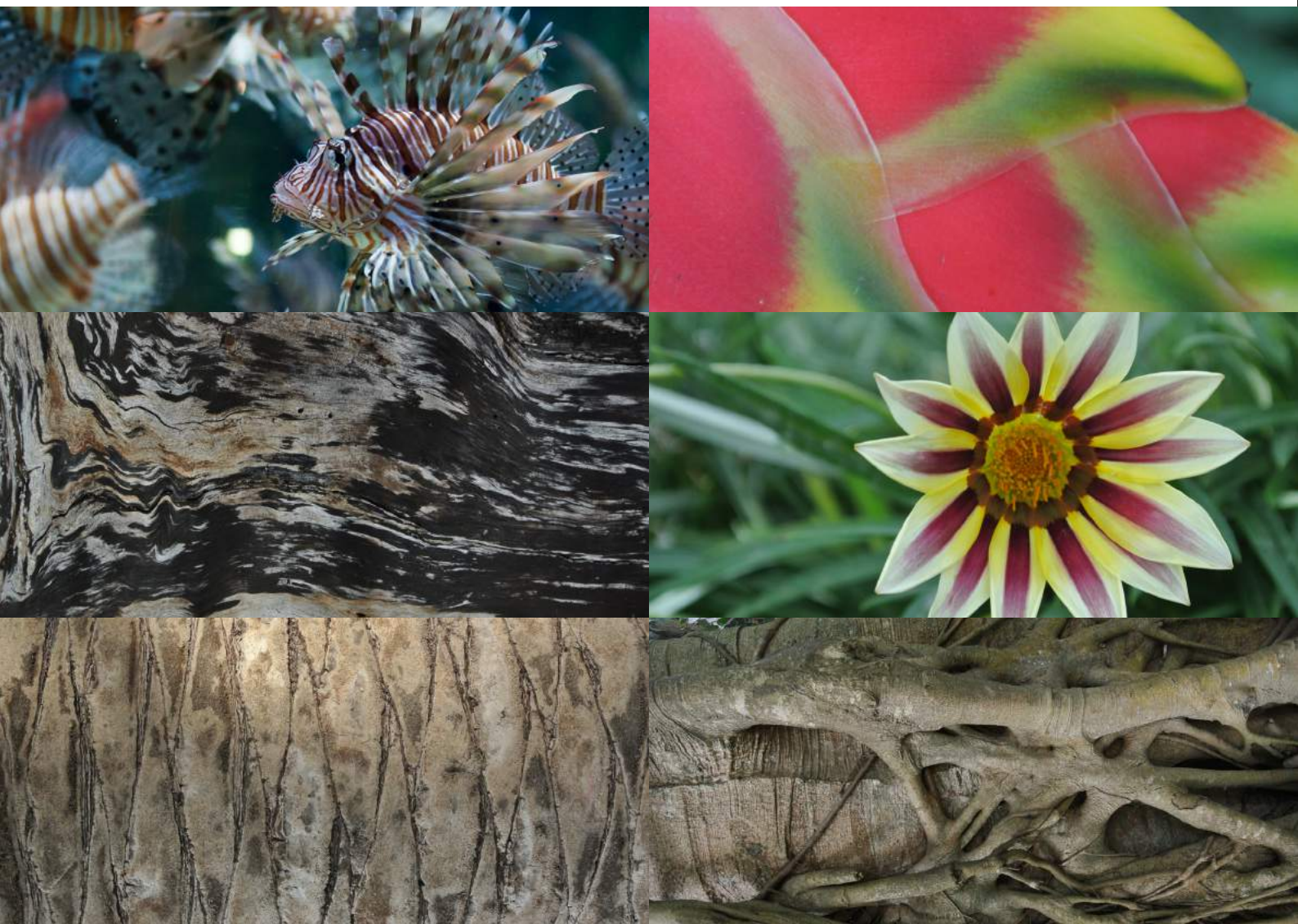
Second-degree inspiration stands for all that is man-made: structures, techniques, cultures, architecture, artefacts, literature, music, equipment, tools and utensils, tattoos and much more.

Both categories offer vast amounts of information. To access these sources you can use the Internet, graphic design programs, magazines, books and social media. You can also just look around!

2.1 First-degree inspiration

Nature, a source of beauty

Nature provides for many of our needs as humans, from food and shelter to beauty. Throughout history, it has perhaps been the largest source of inspiration to designers and artists. Ocean life, animals, plants and trees, mountains, rivers and their ever-changing patterns, desert sand formations, landscapes and seasonal changes – all of these offer countless insights into what is truly beautiful. Many natural forms resemble each other: lungs resemble trees; the patterns in honeycomb leather resemble those of parched earth. At the same time, no two shapes are quite identical: no two leaves are ever the same, no two waves of the sea, and no two clouds in the sky.



2.2 Second-degree inspiration

Man-made objects

You can draw second-degree inspiration from man-made things. Architecture, manufactured items – such as household equipment, cars, and used machinery parts – can be a huge source of inspiration. Usually, these items themselves are inspired by other sources both first- and second-degree. It is hard to imagine that someone designed all products ever produced. Fashion and jewellery are no exception.

2.3 Methods of cataloguing your inspiration

As you look around for inspiration, you will soon find there are more ideas and opportunities around than you can remember. You may be walking down the street, taking a holiday, leafing through a magazine or watching television, when suddenly a great idea will capture your imagination. In fact, you are probably getting ideas and inspirations all the time. An important step to take in developing your memory and portfolio as a jewellery designer or stylist is to find effective methods of storing and matching different ideas and insights you collect along the way. There are many methods of cataloguing inspiration and then channelling it into a clear set of ideas. What matters is that you find an approach that will consistently work for you. Here are just a few examples to, well, inspire you.

Scrapbooks

A good way to file themes, pictures or ideas is to start a scrapbook or sketchbook. These days a tablet or smartphone may be a good alternative. Keep it with you and use it to write things down. Draw simple sketches in it. Glue or take pictures, shapes, colours, patterns and materials. Save articles or references in magazines that inspires you. Put anything and everything into your scrapbook or devise that fires your imagination as a designer or stylist.

A new tool for stylist and designer is the Moleskine Smart Writing Set you may watch it on [Youtube](#). Using the special paper and pen it will give you the possibility to transfer your drawing to iPhone iPad and computer. Technical improvements can be applied through the software, adding colour and the design may be more improved, if necessary.

Other inspiring storage devices

A digital camera or smartphone can be of great assistance in fault your inspirations. Use a notebook or computer to file your pictures, web links, references and articles. You may send it to 'the Cloud' so you can access your material and ideas from anywhere. It will be useful safely stored.

Mood boards

Once you have found the inspiration you need and decided on the style of your new products, make a so-called mood board and/or material board. This board on which you put all kinds of pictures, drawings, fabric samples and colours that reflects the style you have chosen, is your starting point for designing and developing prototypes.

2.4 Books on inspiration



Countless books on inspiration are available, such as those by publishers like [Dover Publications USA](#); [Phaidon](#); [Taschen](#); and [The Pepin Press](#). Many of these books come with a CD-ROM. Make sure whatever pictures or ideas you eventually want to use are copyright-free.

Remember, you do not have to re-invent the wheel. Many designs are timeless. Look at the paperclip, for decades it has remained in the base the same.



Or take the sari. It is a simple piece of fabric, just six yards in length, tucked in, draped and folded – and yet women have adorned themselves with this beautiful one-size-fits-all garment for more than 2,000 years.



2.5 Inspiring websites

On the Internet, you can find countless inspiring websites on jewellery design. Here are a few appealing examples:

- www.swarovski.com
- www.thomassabo.com
- www.pandora.net
- www.buddhatobuddha.com
- www.shamballajewels.com
- www.barongbarong.com
- <http://lottgioielli.com>
- www.azibi-ibiza.nl
- www.zinzi.nl
- <https://reminiscence.com/>

Remember; use this information pure as inspiration. Be aware of the fact that there may rest copy right on certain ideas.

You may search Jewellery on: www.pinterest.com

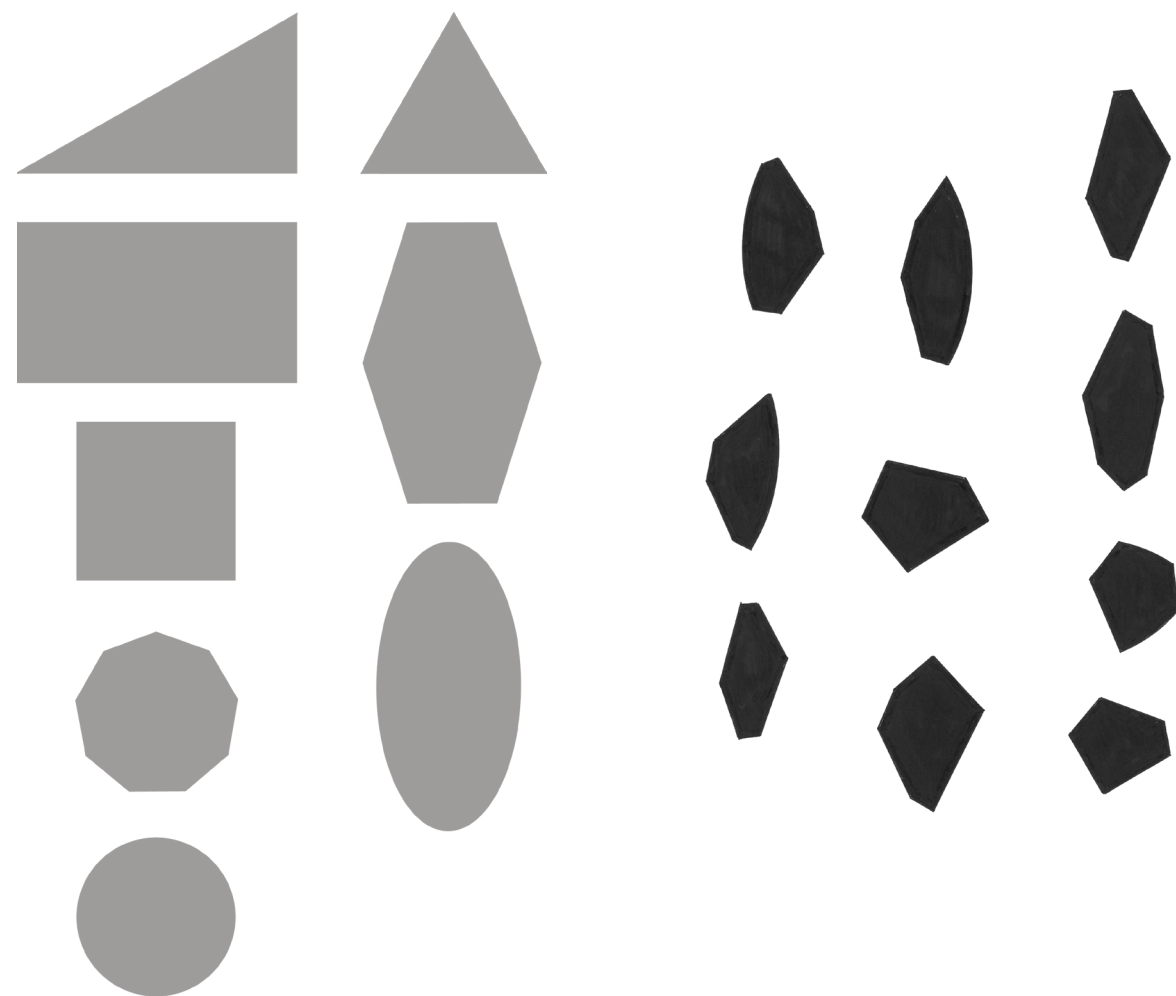
3 Getting started on your designs

The magic of the perfect mix

Designing is a simple art, yet at the same time it is very complex. Putting the right design elements together means finding the perfect blend of creativity and skill, trend awareness, technical and commercial feasibility and – let's face it – magic. In this chapter of our Design and Inspiration Guide, we have listed a few key areas in which you will face important choices as you get started on your designs. Following that, we've made a Design Check List to help you perform the magic your buyers want to see.

Decision areas

- Geometrical shapes: square, circle, oval, rectangle, octagon, free-form abstract or variations/ combinations, hearts, leaves and flowers
- Form: two-dimensional, three-dimensional or flat
- Colour: single colour, combinations of several different colours, chemical or natural metal colouring, with or without colour coating, hand painting, batik, spraying, dyeing, bleaching, enamel, printing, screen printing
- Texture: soft, silky, solid, rough, smooth, ribbed, woven, loose, dense, light, heavy and more
- Other applications are: etching, patina, granulation, inlay, engraving, leaf and foil et cetera
- Recent developments are: 3D printing and laser cut.



Design check list

Here is a list of things you will have to think about when you start to create or design a new product:

1. Find out about market trends you want to address

2. Compare these trends with your specializations and expertise

3. Create mood boards and/or material boards as your personal tool for inspiration to address

4. Think of using new materials in combination with the materials you normally work with (innovation)

5. Start designing by either drawing or make physical prototypes

6. Check on production issues: Can it be made? Do you have the right materials and work force? Are there technical issues to consider? What about cost calculations?

7. Environmental aspects and sustainability

8. Quality

9. Working conditions

10. Recycling issues for production and/or after sales

11. Certification: do you need to be certified in selling markets?

4

Materials

The magic of the perfect mix endless variations and combinations

The array of materials available for making jewellery is endless (as it is for fashion and home decoration). The possibilities of combining materials are also limitless. Suppose you normally work with metal. You can create a whole new market by starting to mix metal with non-metal materials. For instance, silver products combined with wooden parts will open up a whole new approach to silver jewellery. Or if you work primarily with natural materials, consider combining these with metal parts or stones.

Examples:

- The latest combination – or innovation rather – in the silver industry is Silvadium, an alloy of sterling silver and palladium. Because it is tarnish-resistant it offers a great alternative to white gold, platinum and palladium.
- Find out how you might use the available crystal components of Swarovski, a world famous brand for components with a reputation for quality and value.

4.1 Innovation

Innovation is a key word. One way of innovating is to experiment with new, environmentally friendly materials. A good example is ‘muskin leather’, a mushroom-skin material made from fungus/spores grown into a close, woven pattern. Try combining recycled materials with new fabrics and yarns like this one. Or integrate new kinds of fish leather, like salmon or tilapia leather, in your designs. These waste materials are available in many colours.

For other ideas on new materials and examples of how to implement them, as well as easy access to suppliers, www.material-lab.co.uk, www.materialconnexion.com or https://materia.nl/.

Materials



Black stingray



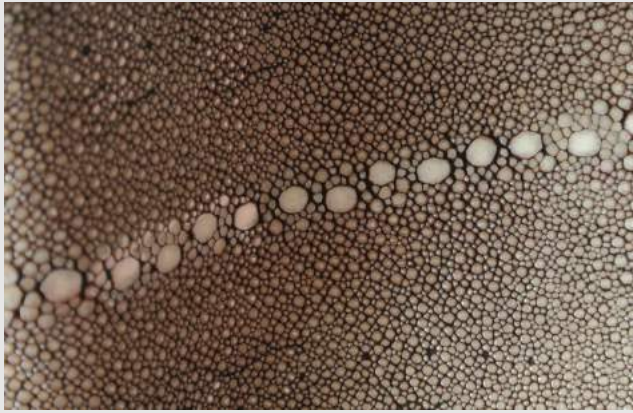
New leather



Ostrich leather



Cow leather with alligator print



Row ray leather



Seasnake leather

Materials



Papel from Mexico



Papel metal plating from Mexico

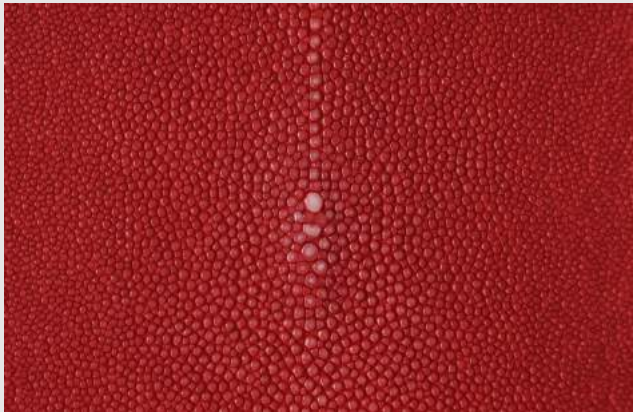


Detail papal metal plating Mexico

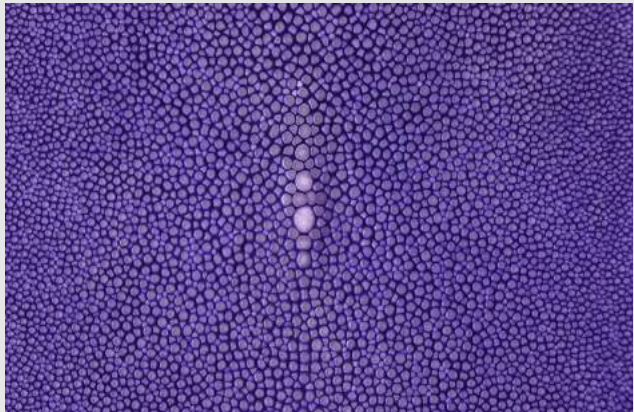


Gold plated resin

Materials



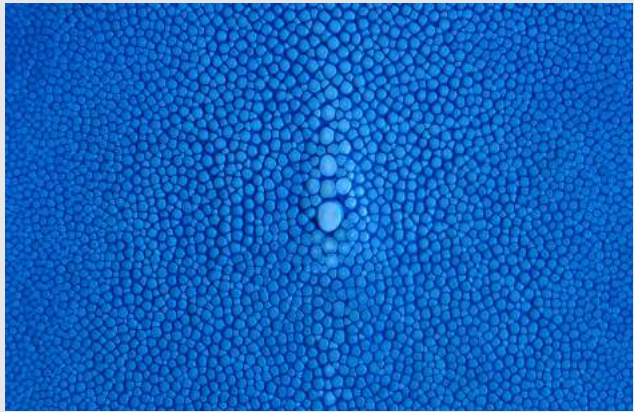
Red stingray



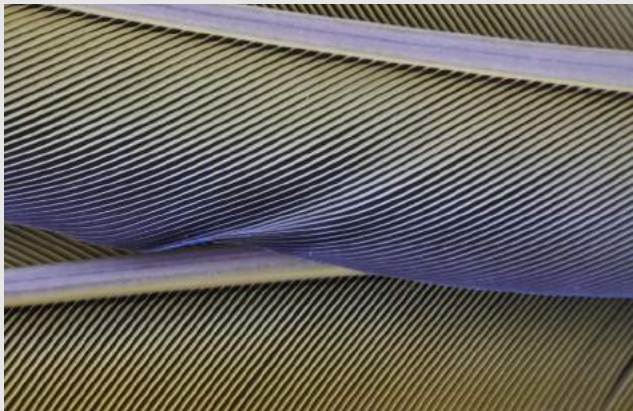
Purple stingray



Brown stingray



Blue stingray

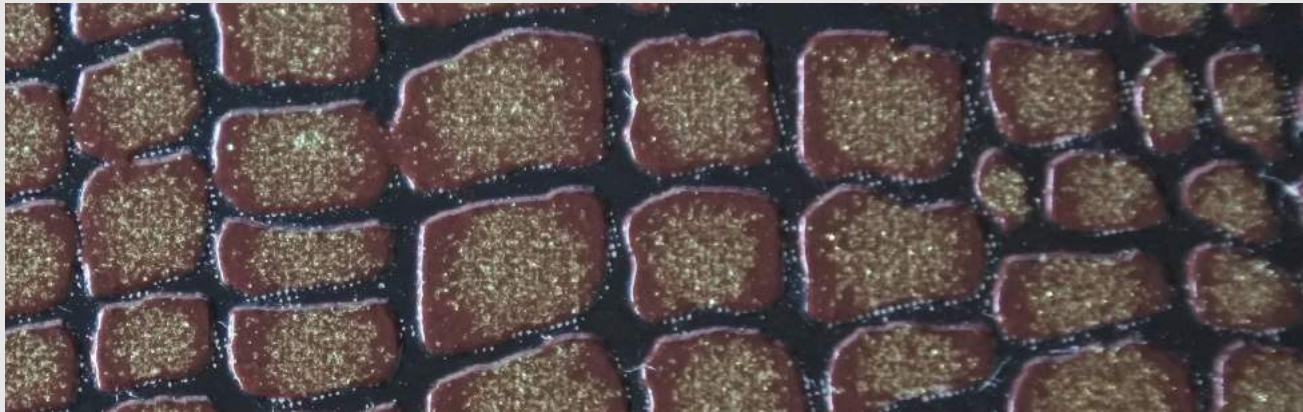


Parrot feathers



Crushed Glass

Materials



Screen printed pattern



Termite nest copper plated



Burned Japanese wood

Materials



Photo etching



Termite nest



Palm wood



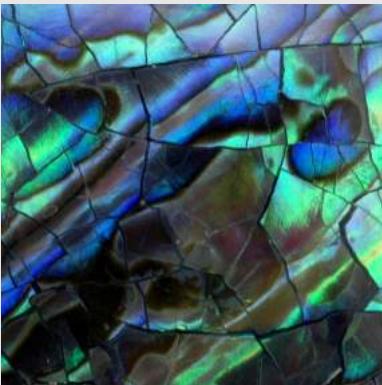
Robles wood



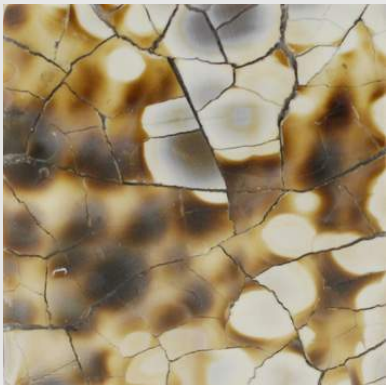
Bayong wood



Wallpaper



Paua shell



Cracked tiger shell



Striped oyster

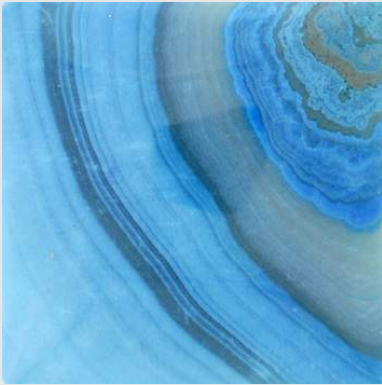
Materials



Assorted colors



Termite nest



Botswana agate



Coco sticks/rose gold metal palted



Bone carved on wood



Feathers



Black oyster



Silk with Swarovski Elements (custom designs possible for ironing on fabrics)



Oyster shell

4.2 Environment Issues

It isn't just products that need a green touch; packaging does, too. Tetra Pak, one of the leading packaging manufacturers of the world, is monitoring the trends in packaging development up to 2020. The way products are packaged has to change. Because supermarkets in China gave away millions of plastic bags per day for free, the government made a law according to which the consumer has to buy those bags.

As a result, consumers started bringing their own bags from home, and so a recycling process started – an enormous step forward to reducing the growing 'plastic bubble' in the world. In contrast, some trend watchers say: 'there is no waste'. Waste will be turned into new materials. For example: a Dutch designer, Daan Roosegaarde, collected dust from Beijing, used it to develop a new material and used this in a new jewellery line.

4.3 Recycling

The use of recycled materials is very trendy. Using recycled materials saves energy, reduces the consumption of raw materials and offers a major selling point. Again, consider combining recycled materials with the materials you normally work with. Natural fibres like bamboo, sea grass and bio-composed materials combined with traditional yarns are becoming more and more important in the jewellery sector (as in other sectors, such as fashion and home decoration and textiles). Here are some examples.

Plakkies

The idea of making 'plakkies', a South African word for slippers, came from the University of Delft in the Netherlands and the Kids' Rights Foundation. The idea was to produce slippers designed by famous Dutch shoe designer Jan Janssen. The slippers were to look trendy and be supported with professional branding and promotion. The goal was to create jobs in South Africa. The shoes are made of recycled car tires (60%) and rubber (40%), uniquely decorated and provided with good packaging and labelling.



Bracelets of Haiti

Bracelets of Haiti are made locally in Haiti by Haitians who are living in tent camps after their displacement as a result of a devastating earthquake in 2010. Each bracelet is a 100%-recycled product, made from newspapers and plastic water bottles donated by US consumers or collected from the streets of Port-au-Prince. The raw materials are sliced into bangle-sized rings. Each bracelet is unique and comes with a label. With estimated sales of one million pieces, this initiative has created 3,000 jobs, capturing the attention of former US president Bill Clinton.

The raw materials are sliced into bangle-sizes rings. Each bracelet is unique and goes with a label. With an estimated sale of one million pieces, this initiative has created 3,000 jobs, capturing the attention of former US president Bill Clinton.



www.trendhunter.com
www.choosehaiti.com

Ecocycle

Will.i.am (William), the front man of pop group The Black Eyed Peas – which has sold 33 million albums and 58 million singles worldwide – is a versatile musician and entertainer who has launched a recycling project in collaboration with the Coca Cola Company. The project is called Ecocycle. The idea was born after a Black Eyed Peas concert in South America (2008), when band members noticed the piles of trash left behind by their fans. The many Coca Cola bottles were transformed into flakes, from which threads were then produced: a new fabric was born. Ecocycle is another great example of how environmental consciousness can inspire stylists and designers.





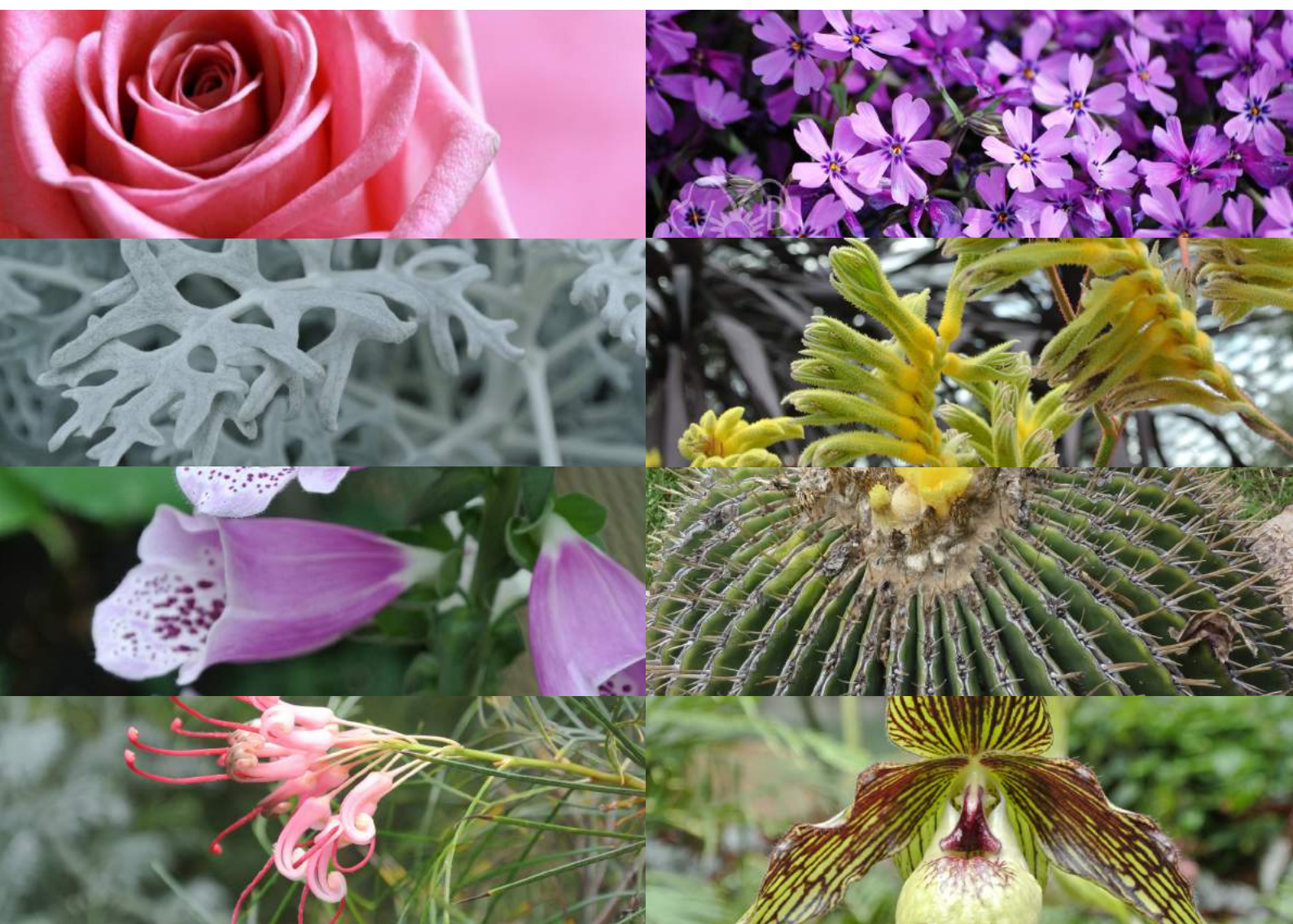
5 Sources of inspiration

We have already briefly considered the wonder of inspiration. On the next pages, we will look at a wide range of different sources of inspiration.



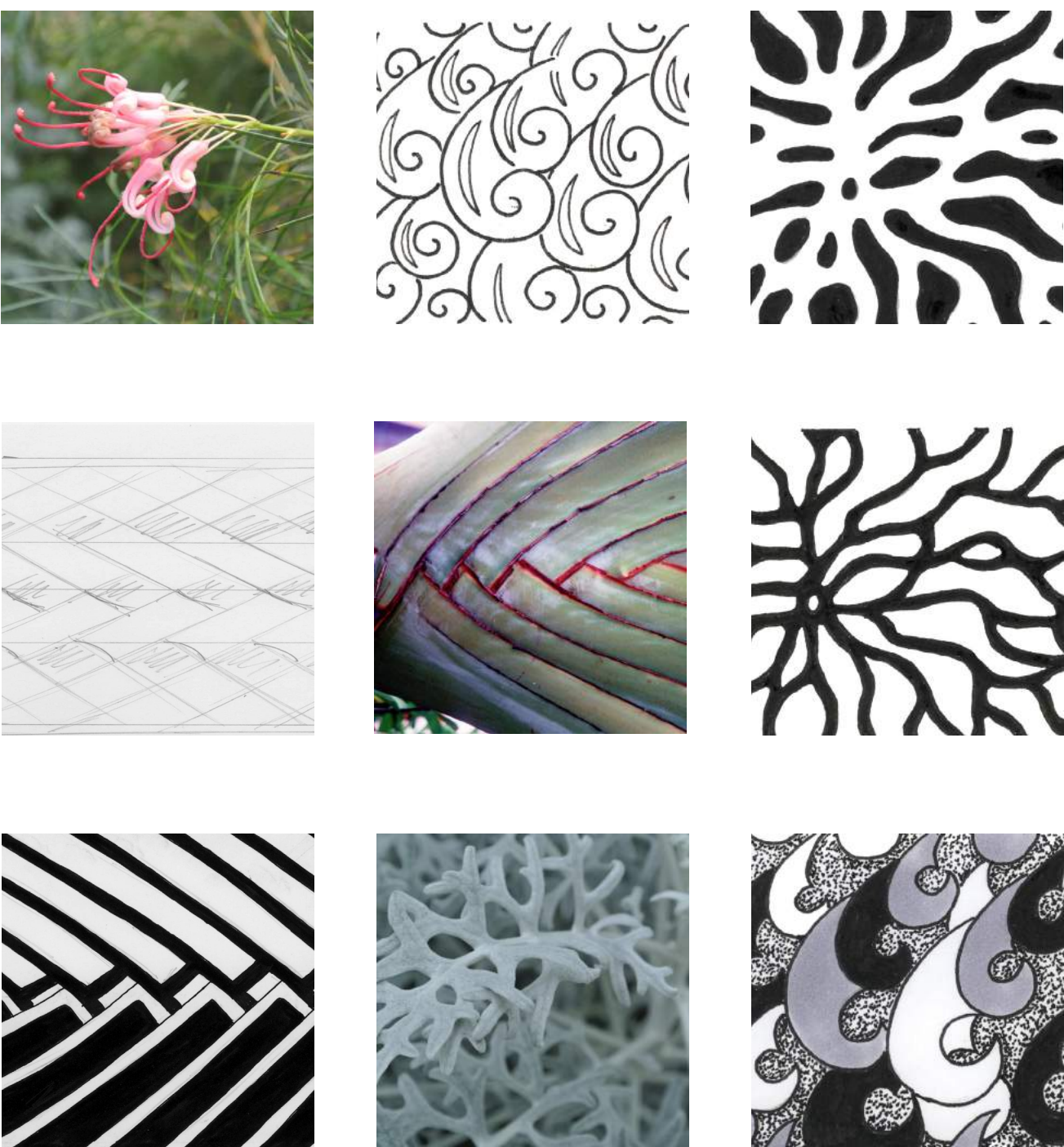
5.1
Flora

The beauty of nature gives us endless varieties of shapes and structures. Nature is perhaps the greatest source of inspiration...



Flora

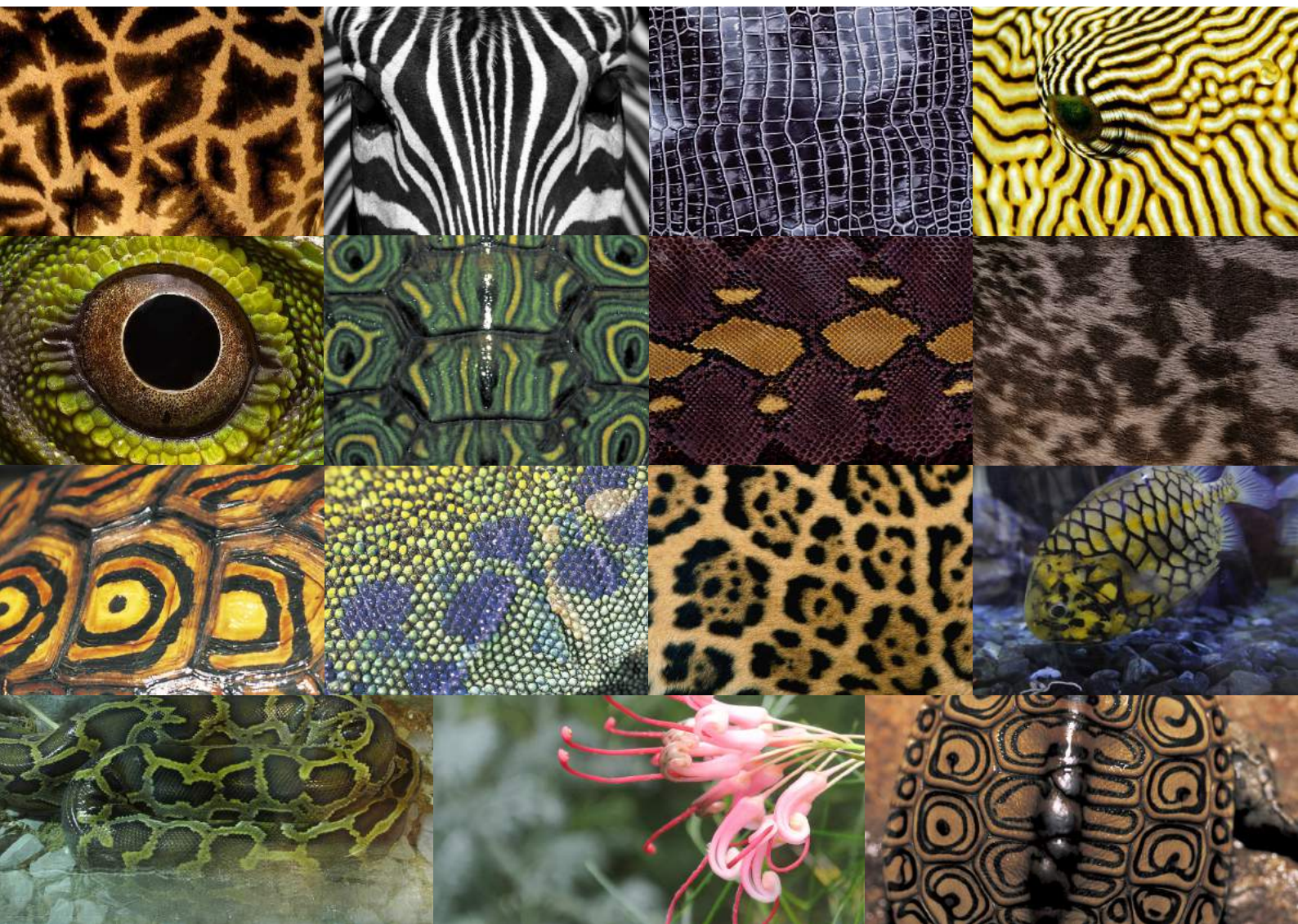
Here are some examples of how you can convert natural shapes into graphic designs by repeating, mirroring, adding or changing colours and more.



5.2

Fauna

The beauty of nature gives us endless varieties of shapes and structures. Nature is perhaps the greatest source of inspiration...



Fauna

Patterns are important in product design. Here are some examples from living creatures:



A. A tropical fish pattern converted into a graphic pattern and restyled

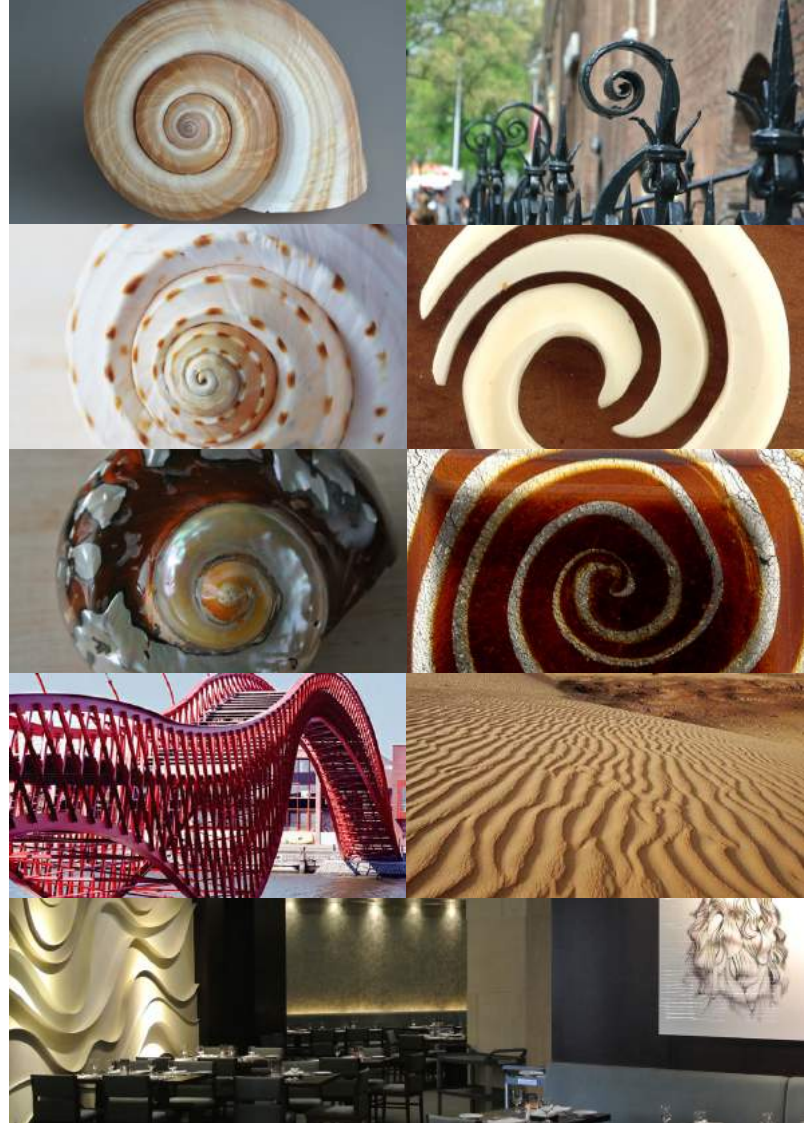


B. A pattern taken from a snake's skin



C. A pattern taken from a giraffe's skin

5.3 Spirals and Waves

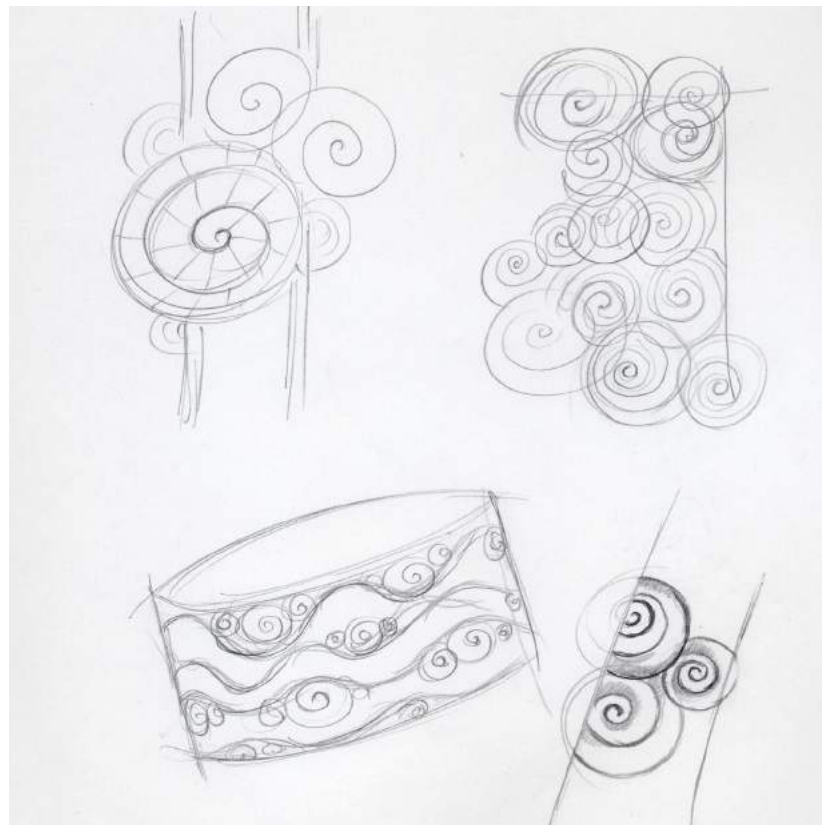


NAPKIN RINGS ~ CANDLE HOLDER ~ JEWELLERY BOX ~ CANDLE-DECORATION
PATTERN FOR FABRICS ~ PILL-BOX ~ CHAIN-JEWELLERY - PART FOR LAMPS



Endless possibilities

Discover the endless possibilities of drawing spirals or cutting parts of spirals, combining them with waves and other spirals into all kinds of pleasing designs.



Using design software

Consider using design software, such as [Adobe Illustrator CC](#), [Adobe InDesign CC](#), [Adobe Photoshop CC](#), [Sketch Up](#), or free design software like [GIMP](#), or [Blender](#). It all starts on the design table, but making technical drawings with software is important, too. After you have been briefed as a designer, you can use software to create a digital impression of the final product (virtual reality), although this does not apply to all product lines. The last two steps before actual production are making samples and checking all stages of the production process before it begins.

In your handmade sketches, take into account the forms; colours, prints and production possibilities that will be needed to create your products (even for car designs). And make sure you add style numbers, dates and your signature to your designs in order to facilitate communication and secure copyrights.



5.4 Architecture

Architecture offers endless forms of second-degree inspiration...





Notice the details in the facing towers

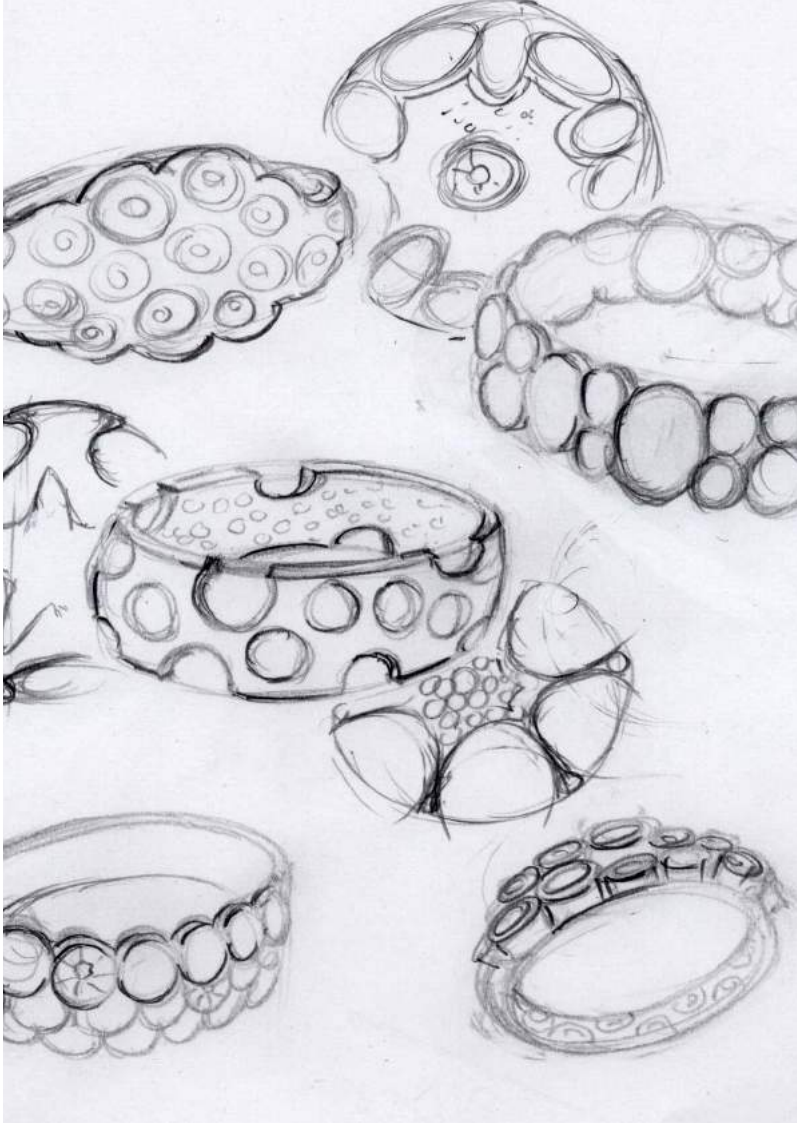


Architecture

5.5
Circles



5.5
Circles



Street fashion

5.6
Fruits



5.7
Vegetables





5.8 Nature



5.9 Shadow and Reflections

We are accustomed to shadows that surround us all day. With some practice, you may see the shadows for example as patterns. The special and interesting side for shadows are the constant changes and hence the endless possibilities. Here are some examples of shadows on window coverings (curtains and blinds).





Shadow and Reflections



Reflection

Reflections are related to the shadows in the sense of change. Put yourself in a different angle may give surprising effects.



5.10 Structure/Nature

Structures in our nature are an infinite source of inspiration, a tree with its bark, marble, fruit, sand are just a few examples.

What can we do with this? Patterns can be reduced from it. A good example is the camouflage tree from China. This pattern is used worldwide in both fashion and in uniforms and weaponry in many armies.

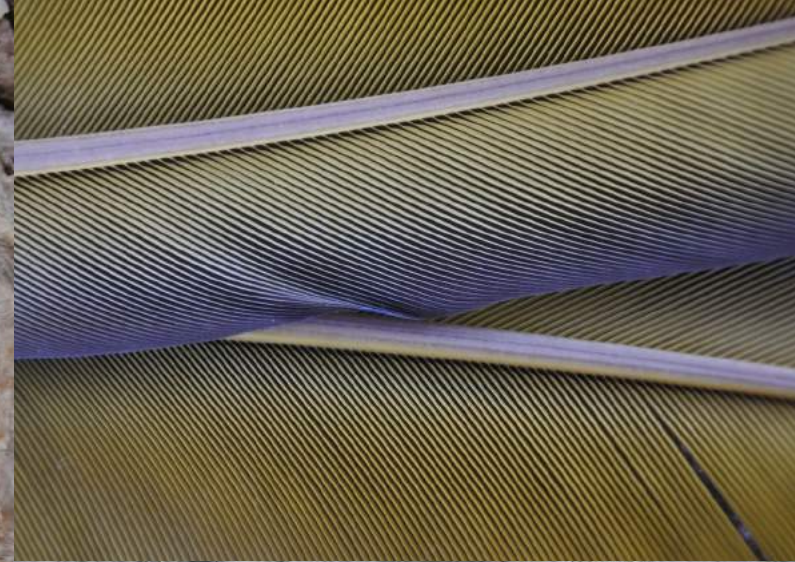


Reflection

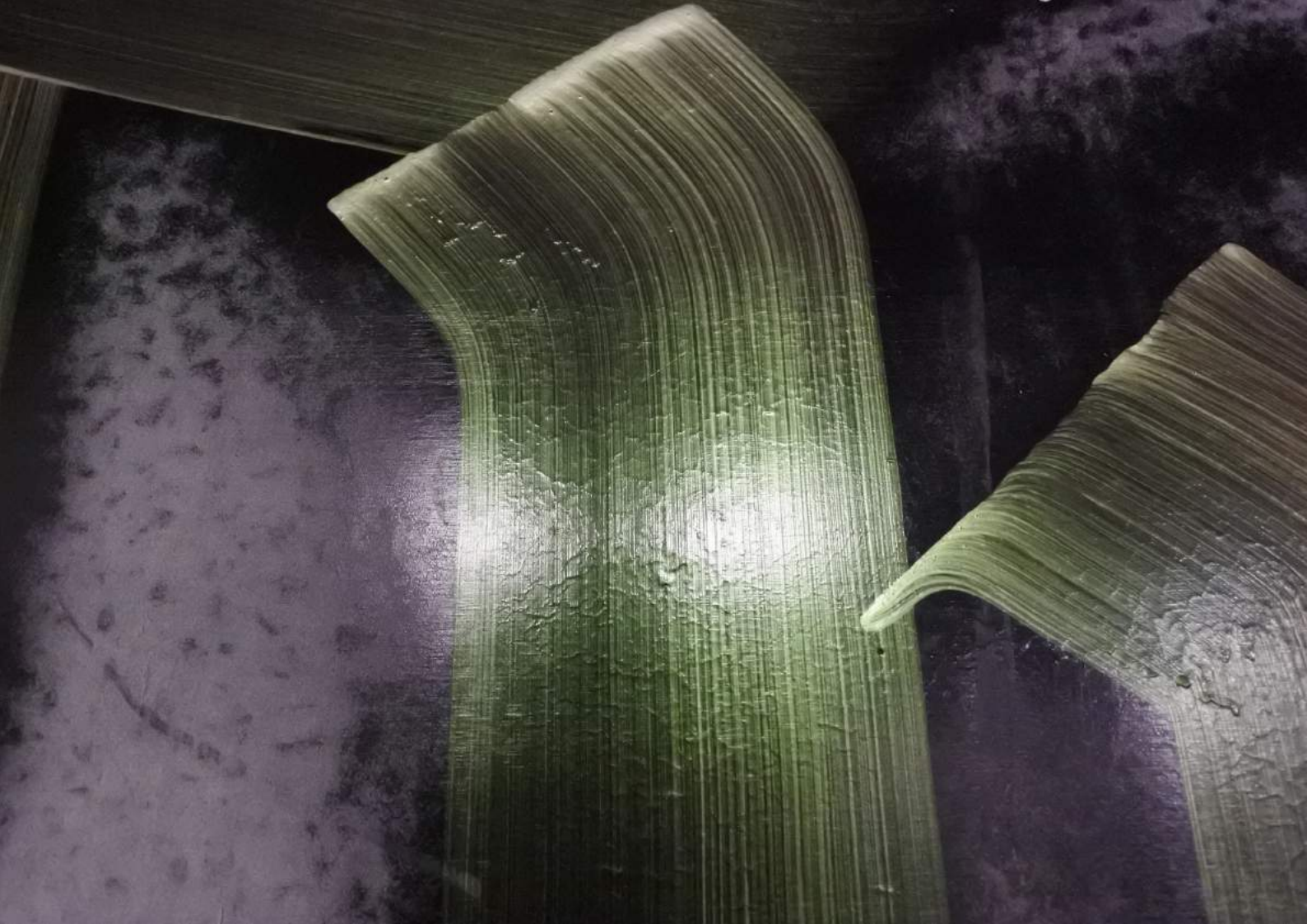
What we see in shadows and reflection?
Experience the unexpected patterns that could form a basis for creating new patterns. The water is never the same. This will bring us too ideas that we could not imagine first



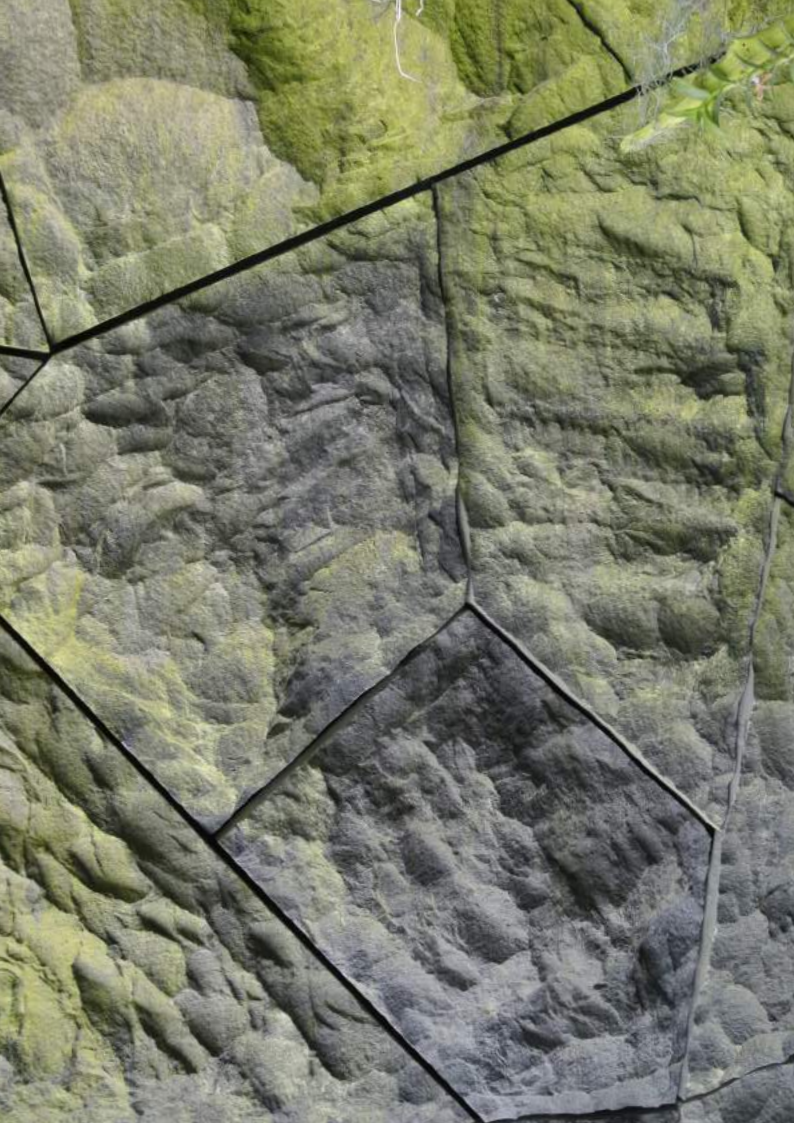
Structure/Nature



Structure/Nature



Structure/Nature
Semi man made



5.11 **Structure/Nature** **Semi man made**

*Here you see two examples
of natural structures edited
by people.*





Structure/Nature Semi man made

5.12 3D Printing

3D printing is an ‘additive manufacturing’ production technique; a digital file can be converted into a tangible object. The object is built up layer by layer by the 3D printer. Different companies offer the possibility to let you make a 3D print based on your own design. Usually nylon powder is used for the production; a characteristic of nylon powder is that it melts under heat and then becomes very hard when solidified. Professional 3D printers often use this method.

The nylon powder goes into the printer and a laser, at exactly the right spots, will make the nylon melt. The printer adds a new layer of nylon powder and the laser melts this layer to the previous solid one, as the object is built up layer by layer.

Different Materials

Now it is also possible to print with many different types of materials, thus there is a printer suited to printing gold, titanium and bronze. In the future, it should also be possible to print multiple materials simultaneously.

Printing at Home

Besides professional 3D printers, there are also many home printers, which work in roughly the same way. A home printer does not use nylon powder, but uses a special type of plastic. The printer prints thin strands of plastic from which it builds up a figure.

3D printers are getting smaller and cheaper and it is even possible to build one yourself. This is obviously much nicer for some. And if you yourself are going to build things, why not use those good old stones that have become so famous? With LEGO, you can make your own 3D-printed gun. Check the video at: <https://vimeo.com/121340268>

HEMA (department store in the Netherlands see <http://3d-print.hema.nl>) is the first store in the market where you can quickly and easily create a unique design for an ornament or phone case. The end product is of high quality at a low price. Proud customers have shared photos of their own 3D-printed products on social media. You can also design your own bracelet or necklace; with the advantage of 3D printing, it has now become possible to make products in a single edition.

Future

In recent years there has been increasing demand for customisation. People are less interested in mass-produced goods and want to influence the design. Well-known companies play into this trend by offering clients the opportunity to do so. Since 3D printing is becoming more accessible, the thresholds to get to work and experiment have become lower. There are many sites where people can share their designs with the rest of the world, making very easy to print objects at home. The fact that downloaded files can be shared affects our view of copyright – just look at what happened in the music and film industries.



5.13 Tracking Trends

Follow the *haute couture* and observe what's being worn on the catwalk or on the red carpet.

What do the stars wear?

The big names dictate the fashion industry but are also largely dependent on suppliers, particularly for new materials, raw materials and dyes, crystal (Swarovski), leather goods (fabrics) and other fashion accessories and parts.

What can we conclude from this?

Be inspired and prevent all forms of counterfeiting.

However, when jewellery collections are displayed in the shows, for example, silver coloured with leather details, we can bring in our own vision from here and use our production capabilities to create a new collection.

If rose gold is a predicted trend we can play (participate) in this fashion wave, and not passively wait to see what our customers ask us to produce, because then we will often be too late.

Companies such as [Zara](#), [Topshop](#) and [Avon](#) are also looking for manufacturers who are knowledgeable in the coming trends.

Shopping will increasingly have to get an addition with activities, demonstrations, music and more. This is to lure consumers to the malls and promote sales in this way.

Also this trend is observable.

As an example of a remarkable initiative, have a look at [retail showcase KEEPERS](#) in Singapore, where 50 designers and studios have been introduced under one roof.

These trends offer new opportunities to sell products to consumers who are tired of mass products.

Another example is the organisation [Artisans d'Angkor](#) in Cambodia. This organisation has showrooms with products manufactured mostly by people who overcame hardship. For example, silk and related products such as eyeglass cases, purses, toilet bags, jewellery and carvings, stone craft, soap etc. are displayed and sold here.

By showing the craftsmanship or workmanship through production demonstrations such as weaving, dyeing, stone craft, painting, batik and more, there is an emotional connection between the creators, the created and the customer (usually the tourist) and therefore it stimulates customers to purchase these souvenirs.

Hotels organise tours to these highly successful showrooms and, for a commission, provide a continuous flow of customers.

Another notable trend is set by [Shanghai Tang](#), a company that has focused on the production and sale of luxury goods such as fashion accessories, jewellery and interior decorations in the atmosphere of ancient China combined with a Western tone. Their slogan: 'We are proud of our craftsmanship: MADE IN CHINA.'

5.14 Individualism

The inexorable rise of individualism. Observing the car industry, you will note the enormous change in the product range offered by this sector. This is not an isolated case; it's a worldwide trend to have exclusive products. In the near future, regular perfumes will be exchanged for our own, personal formula perfume.

Create your own, be different... the motto in a new age. In the car industry, even low-budget small- and medium-sized cars can be ordered with many features and in many colours, to create a car that fits your own taste. In fact, it feels like the consumer has become the co-designer.

More than 100 years ago, when Henry Ford put America on wheels, the T-Ford could be bought in any colour, as long it was black. Nowadays Ford launched the slogan: FOR SALE IN ANY COLOUR AS LONG IT IS GREEN.

This time this does not refer to the colouring of the bodywork, but to the environment, such as green production methods and hybrid cars.

5.15 Sourcing design talent: Design is for everyone

New designs and new collections are the basis for a company. You can develop these using in-house or freelance designers or stylists. Another option is to collaborate with design academies or graphic design academies in your own region.

There might be opportunities to have students work at your company for their own training purposes; this may be very helpful against low or even no costs. The new generations can be closer to your target consumer group with their own new ideas and vision.

Be sure to make agreements between your company and the students when there are company secrets to be protected.

5.16 Cultures





Cultures



DECORATIVE ELEMENTS, INLAYED OR
LASER CUT WOOD, COMBINATION WITH
EPOXY FOR CREATING SMOOTH LEVEL

DOOR HANDLES - DOOR KNOBS
TABLE RUNNERS, LAMP FOOT,
PATTERN FOR FABRICS AND MORE

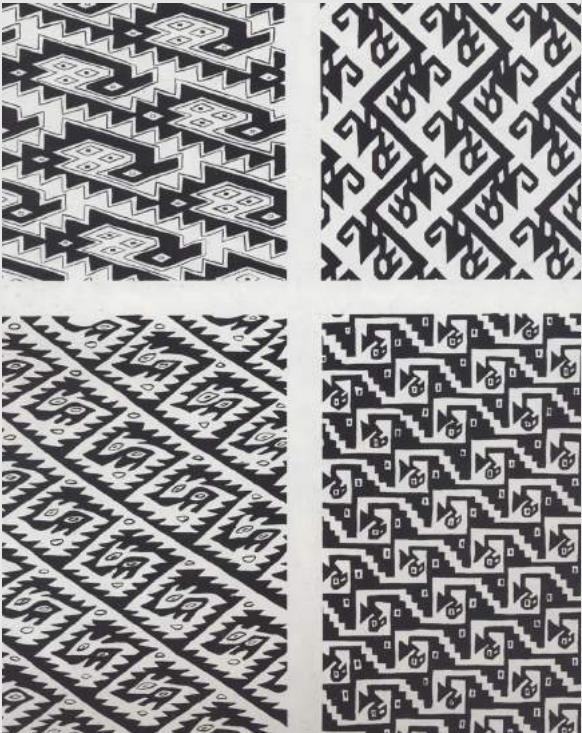


5.17 Letters

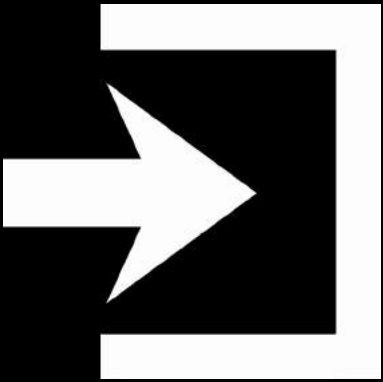


5.18 Sign and Symbols

Ethnic African Pattern



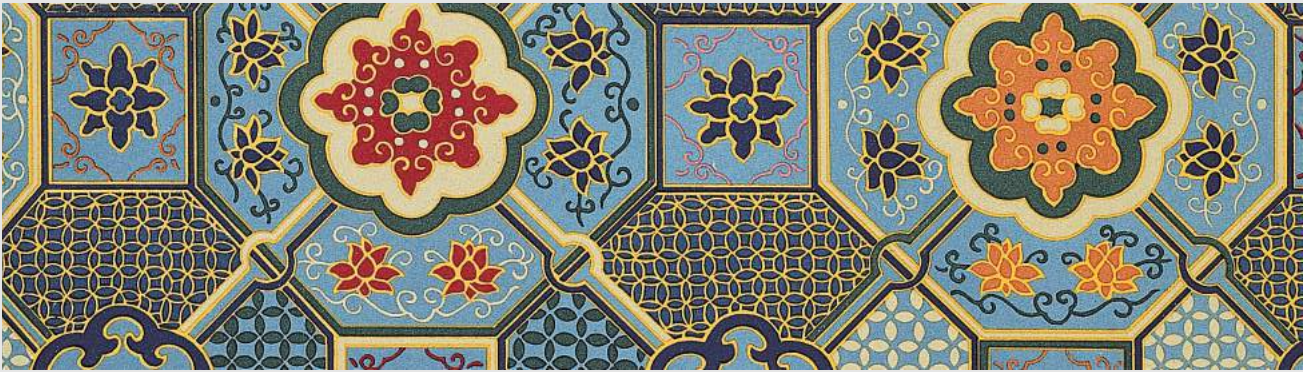
Signs



5.19
Pattern



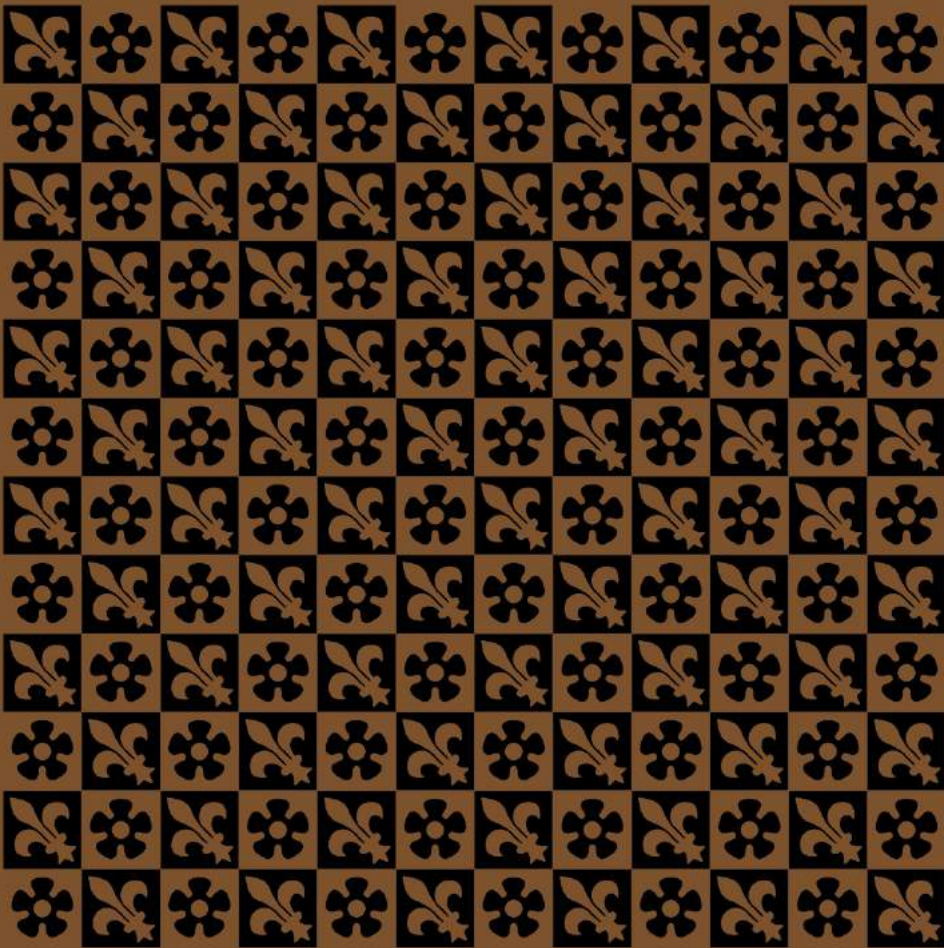
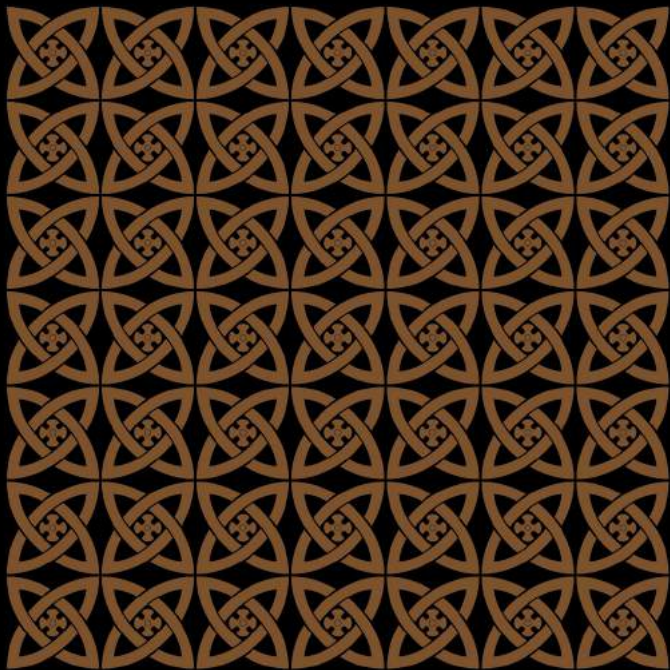
Chinese pattern



Art Nouveau Designs



Mediaeval Pattern





5.21 Modified wood

Wood can be modified in many ways, as these illustrations show:



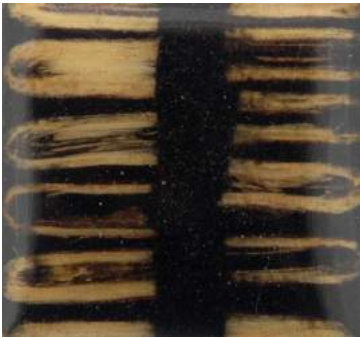
A. Carved wood



B. Wood layered with resin



C. Colored and sanded wood



D. Wood inlaid with resin



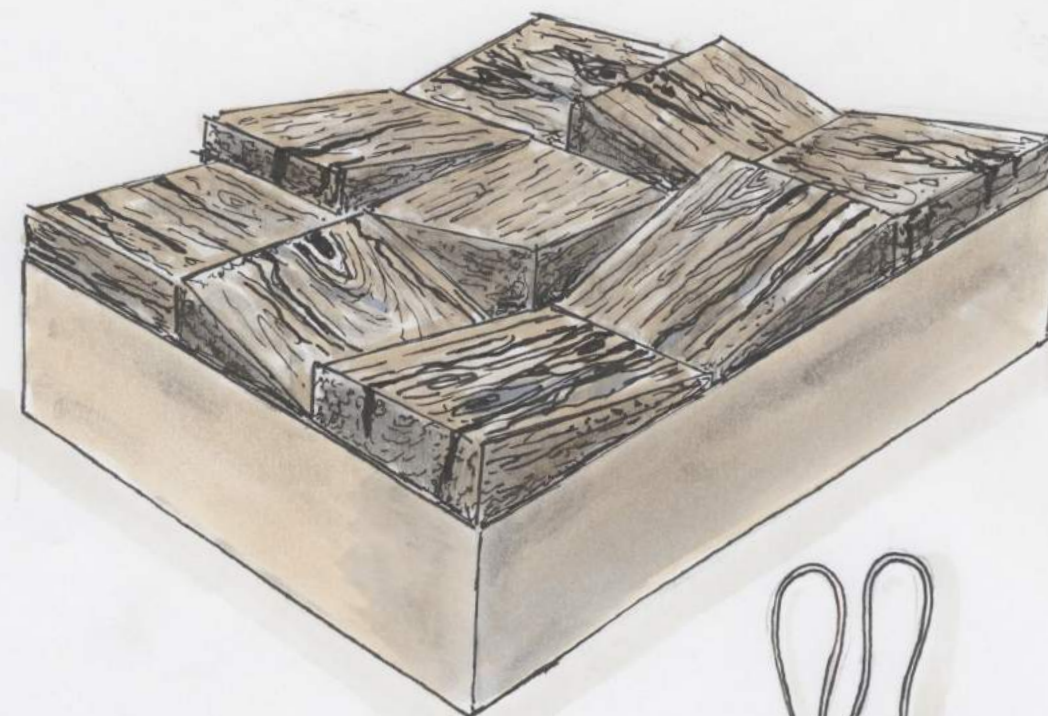
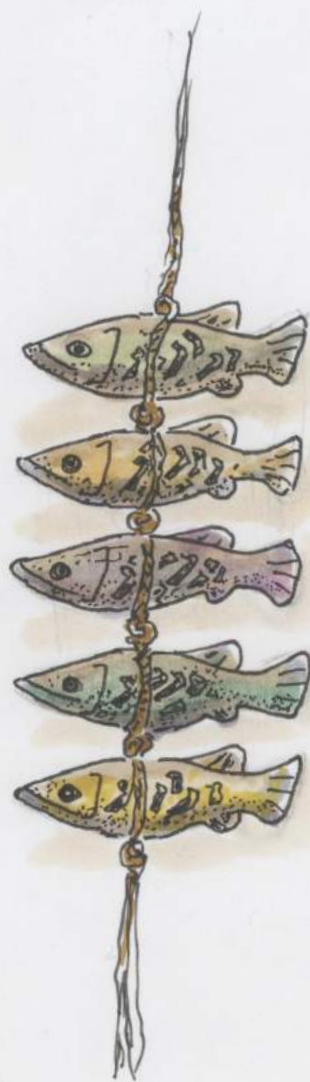
E. Wood inlaid with resin



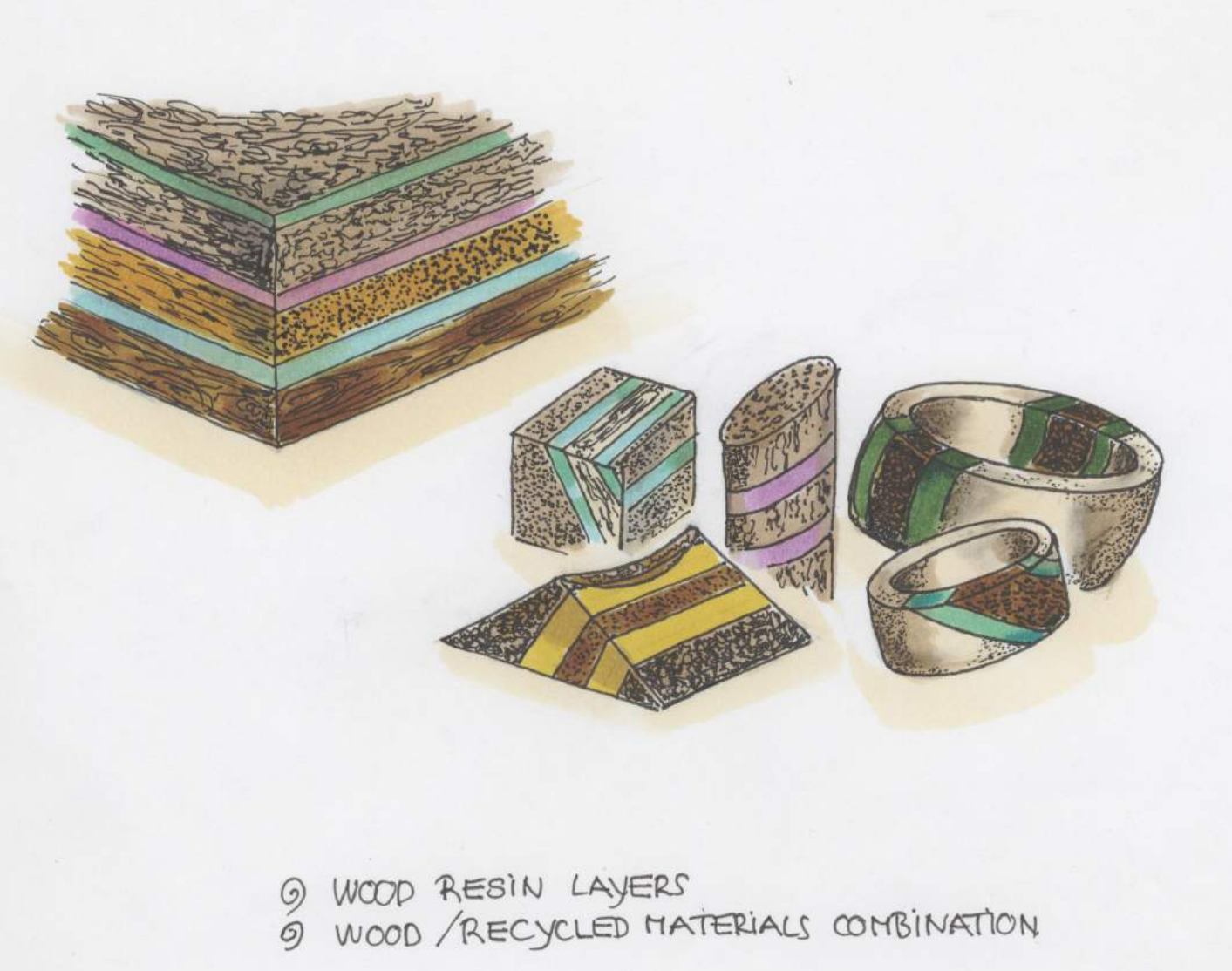
F. Twisted or woven wood

5.20 Wood





- ⑥ NATURAL WOOD ⑥ BURNED/ENGRAVED
- ⑥ COMBINATIONS DIFFERENT WOOD/PATTERN
- ⑥ PAINTED/PARTLY PAINTED, WITH STONES OR PLAIN, FROM SMALL TO LARGE



5.22 Colours



Pantone Colour scanner



Colour fan by Pantone



Example of a colour forecast published in View magazine

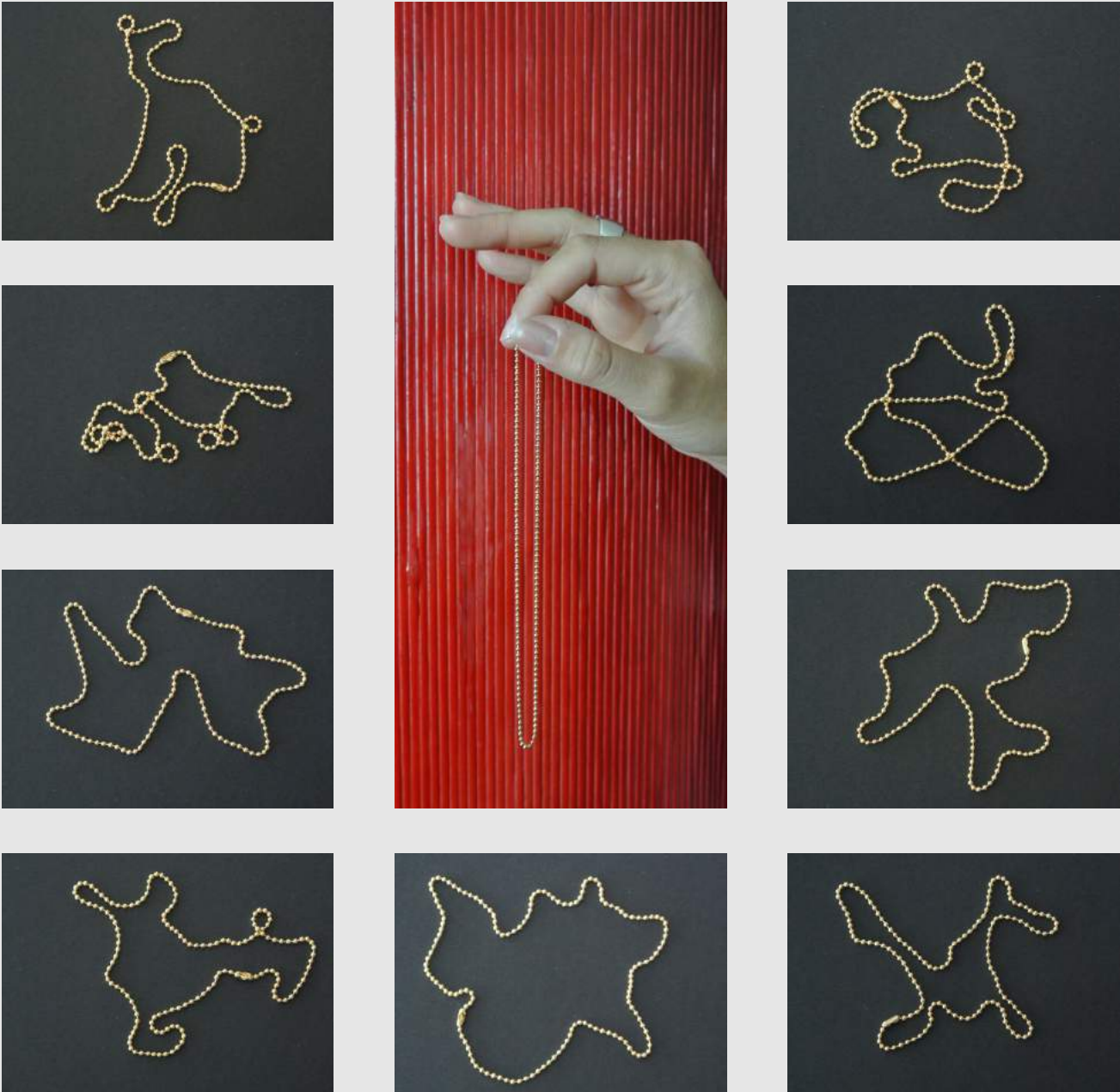
5.23 Masking

Take a magazine picture and move a black mask – square or any other shape – along a picture: you’ll discover interesting, surprising new patterns.



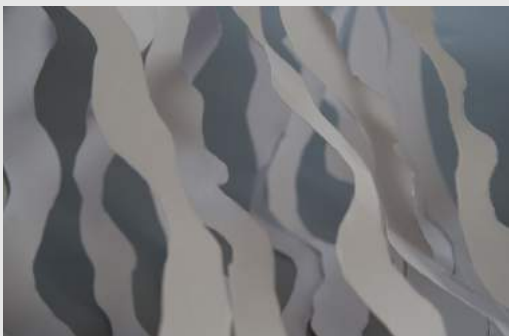
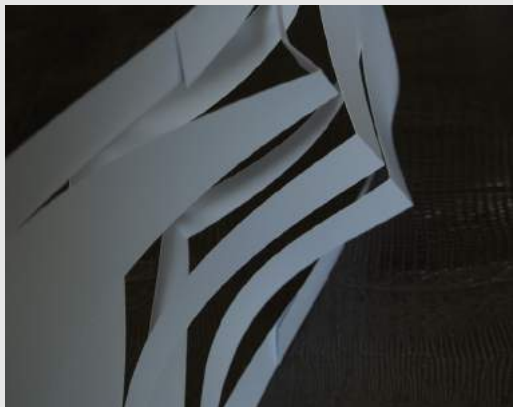
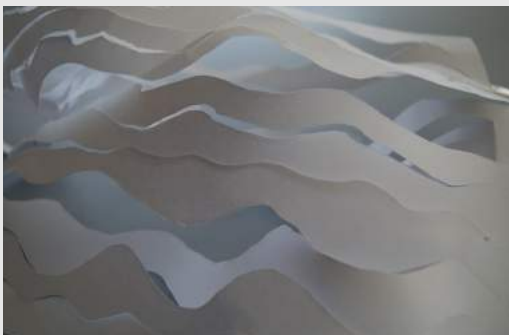
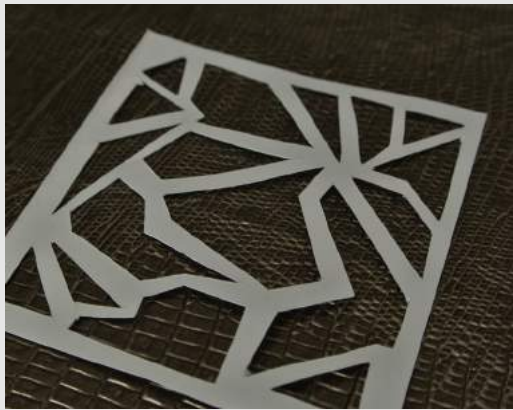
5.24 Free forming

Using a simple necklace and dropping it onto a flat surface is a fun way of producing many unusual shapes in a very quick easy way.

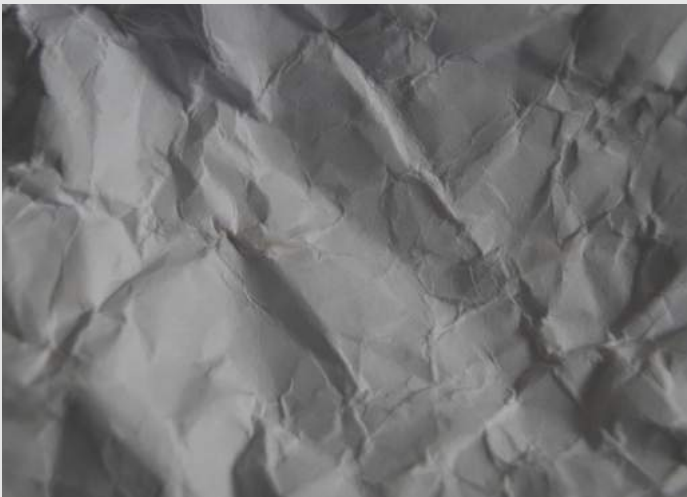


5.25 Paper cutting, crumpling and folding

Cutting, folding and crumpling paper are basic ways of creating 3-D images. These images are far more difficult to imagine if you merely try to draw them. Turn the paper towards a source of light and discover many new effects.



Paper cutting, crumpling and folding



5.26 Pimping

Simple leather bracelets, jeans, slippers and many other items can be restyled. Create a unique look by adding Swarovski elements, shells, braided leather, beads and other details.



Pimping

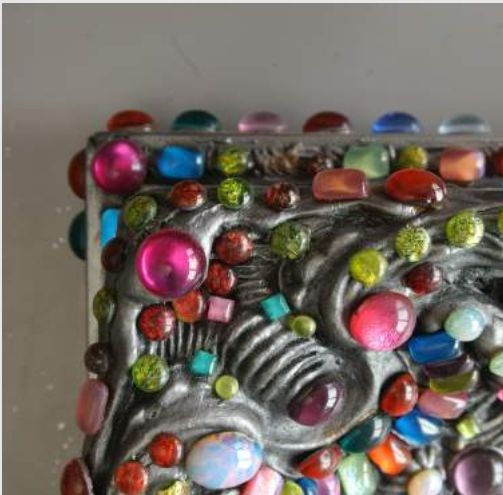


Turn old frames into new ones with a surface treatment using silver or bronze paint. Enjoy these examples:

- A. Frame with antique finish (patina)
- B. Frame partly covered with stones
- C. Frame partly covered with thin coloured paper



A



B



C

Pimping



Pimping

Swarovski elements can be used in many ways, as these examples show. For more information, check www.swarovski-elements.com



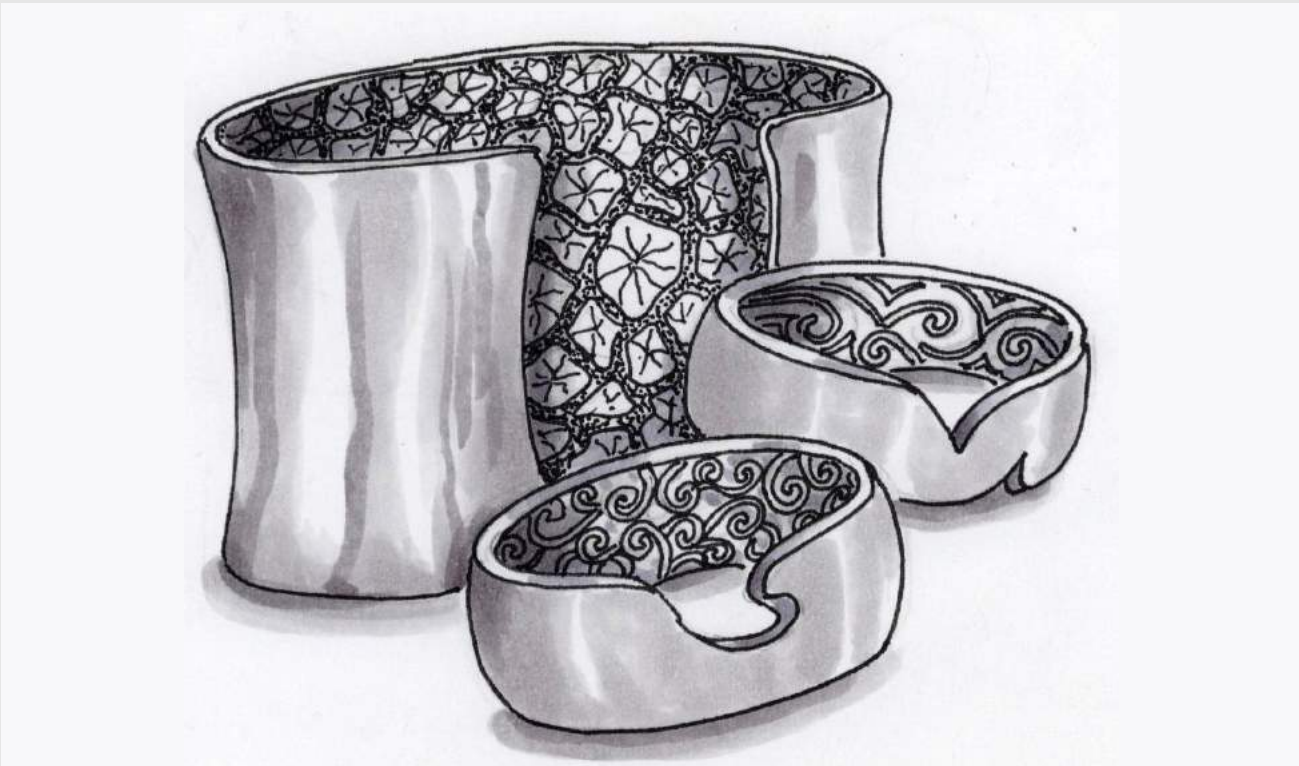
5.27 Beauty Inside

We can focus endlessly on the outside of our products, but it is always a challenge to bring a collection onto the market where the inside will be more interesting, more detailed and richer than the outside and in many cases only visible to the consumer, user or customer.

Wedding rings have inscriptions visible only to the owner.

But why not add spectacular structures or even stones to the inside of rings and bracelets or bangles. Specially designed jewellery boxes with a simple exterior and beautiful interior also add a special touch to your product.

This idea is suitable for many products.



5.28 Accesories





5.29 Be the specialist

Specialising is of great importance. This presents customers with a clearer picture and ensures the company's DNA is visible. The expertise within the company will benefit from this, because experience is an important factor.



Be the specialist





Be the specialist



5.30 Presentation



Presentation





Presentation



5.31 Lighting

Whatever product you are presenting, remember that lighting is very important. It is a highly effective way of upgrading your product in the eyes of customers.



5.32 Intellectual Properties

This is not an easy subject; it will be time-consuming and expensive if you really want to register your products. Protecting your product might be important, but creating a head start is the best answer to avoid copies created by the fast-working copycats around the world. Keep your ideas, production methods, newly developed materials or a combination of these secret as long as possible.

Companies like Coca Cola or McDonalds are an exception; they are able to register the brand notation, form, and special colours used or even special advertising tunes. This is due to their strong financial position. The Coca Cola logo is based on the Spencer font. In fact, other companies can use that font, but adding the swirl to the first C made the brand's signature unmistakable. Therefore, the registration was approved worldwide. 'Cola' and 'OK' are the most used words in the world.

Apple, another powerful company, took a new step in the registration of the interior of their Apple Flagship Stores. The stores have a unique transparent radiation in combination with tight brown-tinted table-tops and a special Apple glass staircase with recessed lighting. Research showed that consumers in the US recognised the Apple Store, even when the Apple logo was absent. Although Apple achieved the highest possible level of protection, they could not avoid the opening of the first copycat shop in China.

Creative companies, producing jewellery, home décor and fashion accessories will hardly encounter this level of problems. Their key to success lies in innovative and creative designs, mixing and using materials and last but not least maintaining friendly business relationships.

6 Marketing



First an artist, then an entrepreneur

Once you have a collection, you need to work on promoting it. This means you need to switch from being an artist to being an entrepreneur! CBI can help you in this. We have made a list of tips on [how to do business](#) and [how to find buyers](#) in the jewellery sector. You can find these and other information on the European market on the CBI market information platform, [Exporting jewellery to Europe](#). In this Design and Inspiration Guide, we'd like to mention just a few key steps you can take to commercialise your designs:

- Develop a business, or export plan
- Build a website
- Work on marketing material
- Issue a (local) press release
- Exhibit at trade fairs
- Engage in matchmaking at fairs

Other factors that will strengthen your promotional efforts include these:

- Identify (local) magazines that could be important to you and contact them
- Make sure you have something special in your collection, something that you can use to attract attention
- Try to contact (local) fashion designers to get your jewellery on the catwalk – maybe in exaggerated sizes...
- Look into having your jewellery, fashion accessories and home decoration / textiles objects worn or displayed in local soap series or TV shows

| | |
|--|---|
| <p>“Energy should always be new. There is no old energy. You cannot stock energy. You can for electricity. But not for creativity.” Karl Lagerfeld</p> | <p>“The beauty of a woman is not in the clothes she wears, The figure that she carries....”Alexander McQueen</p> |
| <p>“Dressing is a way of life.” Yves Saint Laurent</p> | <div><p>“Fashion is architecture: It is a matter of proportions.” Coco Chanel</p><p>“Black-and-white always looks modern, whatever that word means.” Karl Lagerfeld</p></div> |

Luxury is the ease of a T-shirt in a very expensive dress

Karl Lagerfeld

‘I think the older I get, the ultimate luxury is time’

Michael Kors

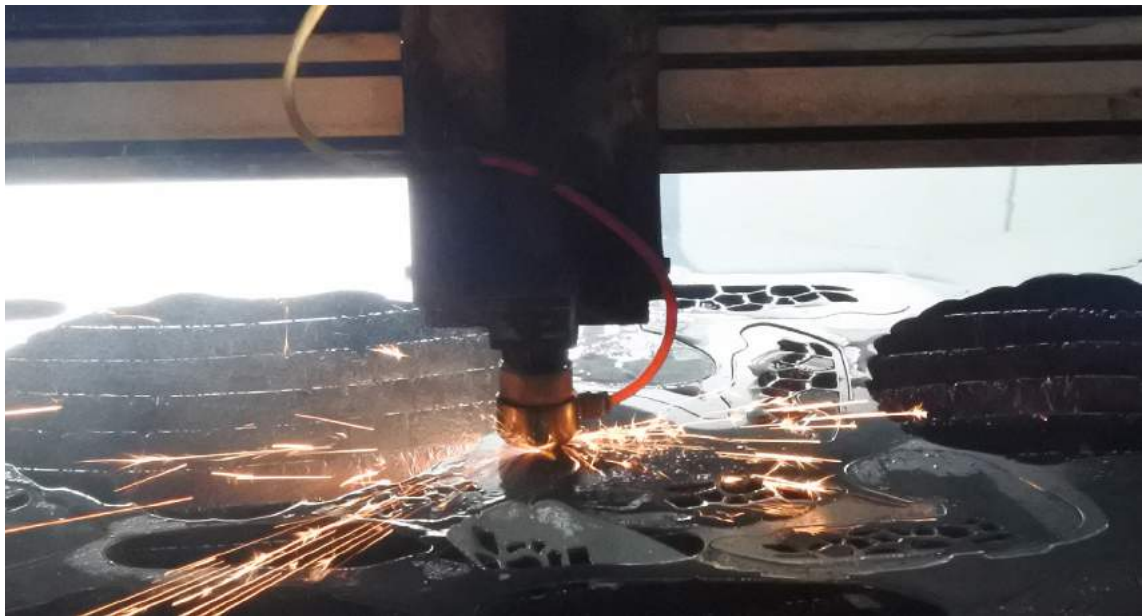
Product support

There are many things you can do to support the marketing of your product. Some examples:

- Catalogue, printed or digital
- Website
- Use of social media (see also below)
- Brochure / leaflet
- Tags or labels
- Product leaflet
- Packaging
- Display
- Show presentation materials

Social Media

Social media – in all of their shapes and forms – represent an important way of doing business and of presenting your company to the world. Social media are making consumers more individualistic, while at the same time they are encouraging people to become easy followers, copying attitudes, buying products and styling their lives according to examples they see on social media. The trick is to find the way to your target and use the social media they use.



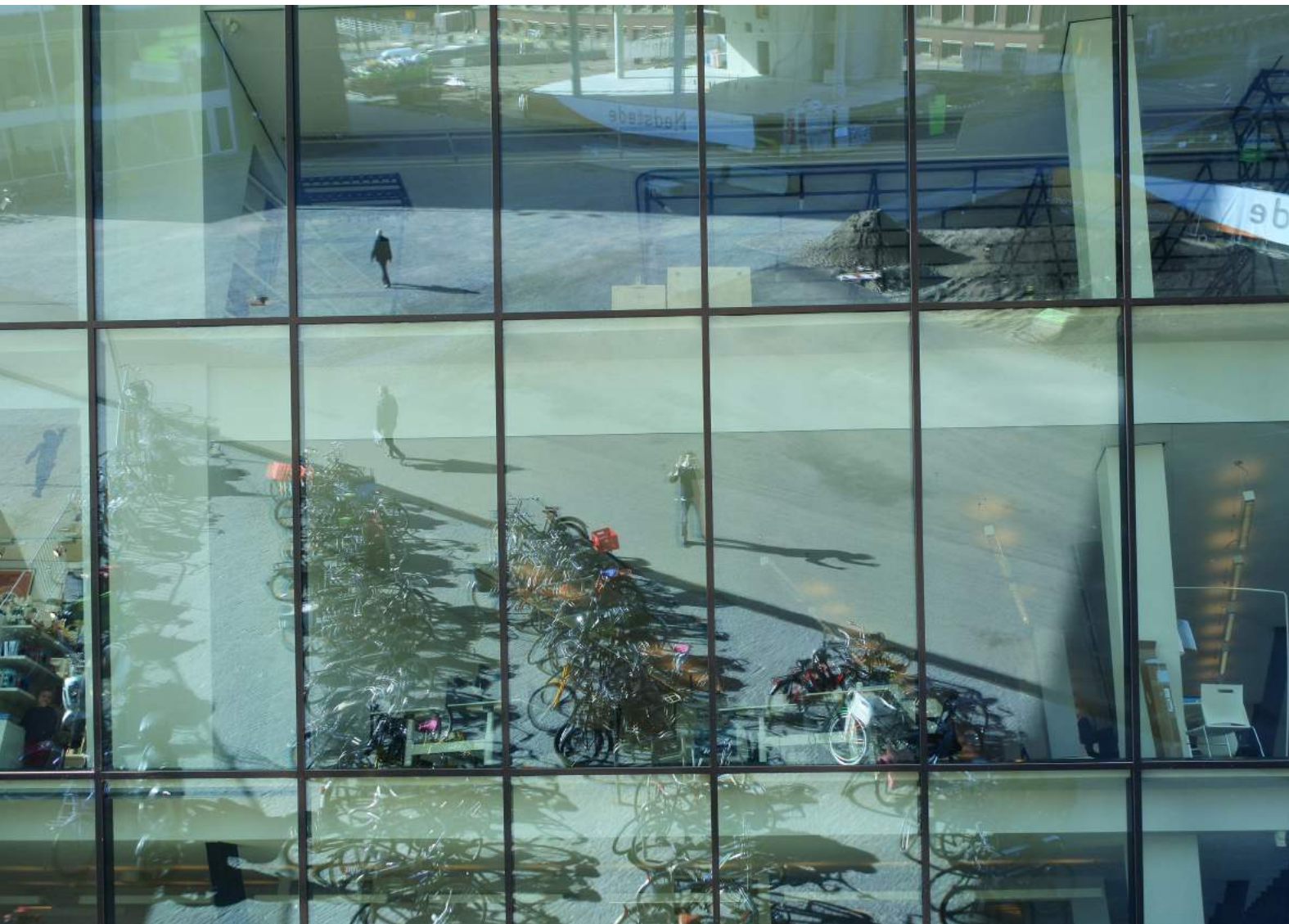
Out of the box thinking

Use your imagination and customize materials and components to other than your current collection. This may provide a new form of insight and inspiration in sales.

Parts of jewellery may be used in products such as cushion covers, wall decor, lamps, bags (see drawing) phone and iPad covers. Keep in mind that continuity is uncertain due to the fact that models often change.

New trends

A not inconsiderable development is that of the machine. There are places where one extracts eating from the vending machine, flowers, gifts, slippers and even your medications.



7 CBI's jewellery studies



Centre for the Promotion of Imports from developing countries is funded by of the Ministry of Foreign Affairs of the Netherlands. Established in 1971, CBI's aim is to equip small and medium-sized enterprises (SMEs) in developing countries to export successfully to European markets. By promoting exports in this way, we seek to contribute to sustainable economic development in developing countries. CBI is Europe's leading producer of market information for developing country exporters seeking access to Europe's markets.

Here are a few examples of jewellery publications that may help you in your work as a designer, stylist and exporter:

- Check CBI's Market Intelligence platform for all relevant market information for the [European Jewellery](#) sector:
- Which European countries offer opportunities for you?
- What buyer requirements and European laws should you comply with?
- Through which channels can you get your product on the market?
- What are the most interesting market trends?
- Check [the export manual](#) to learn more about export to Europe in general;
- To what extent do SME exporters in developing countries face difficulties in gaining access to trade finance? Read the CBI study, based on two Internet surveys and interviews with experts, that answers this question; [Access to Trade Finance](#)

8

Acknowledgements



The illustrations in this guide can be used freely.

| | |
|------------------|--|
| All photography | Mart Krijger |
| Drawings | Mart Krijger |
| Signs & Symbols | Mediaeval, Art Nouveau Designs, Chinese Patterns by Pepin Press |
| Pimping | www.crystals-from-swarovski.com |
| Editorial Design | Flavio Valcarce Chavez |

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