

CASE STUDY - LUMIÈRE

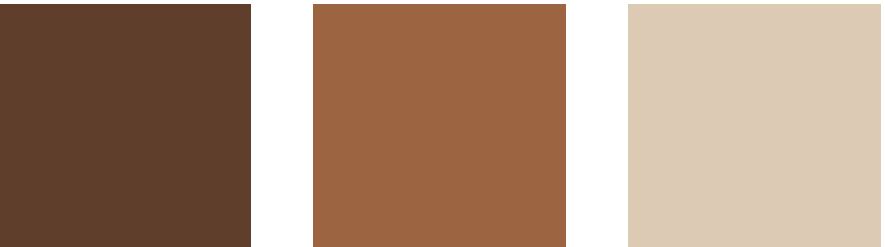
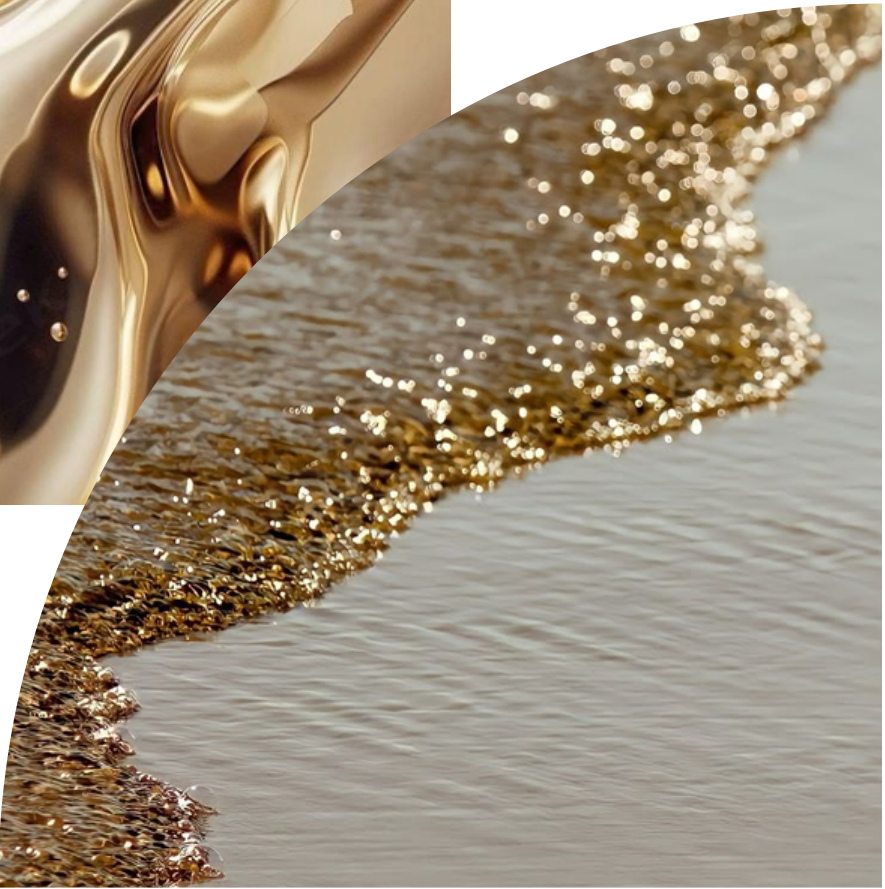
LUMIÈRE I

The Origin



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Vision
BOARD



About LUMIÈRE I



1

What was it?

A mirror-polished gold bangle collection that celebrated the rich, timeless allure of gold.

2

Why was it created?

Introduced during the height of the stacking bangle trend, it offered a standalone piece bold enough to shine on its own or be part of a bangle stack.

3

Who was it for?

The modern woman looking for a statement gold piece that is both minimal and luxurious.

4

What did we learn?

The collection was a resounding success; demand was high in the first few years and stabilised slightly in Year 3. Clients were asking similar pieces and we wanted to evolve the collection to maintain a higher turnover and ride on its popularity.

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LUMIÈRE FLUTED

The Evolution



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About LUMIÈRE FLUTED



A Brighter, Bolder Take

- Introduced fluted grooves to give an edgy yet refined look
- Enhanced light play, making pieces more striking
- Became an instant favourite due to improved durability and visual appeal

The EXPANSION

After the success for Lumiere II, we further expanded the product line to have smaller variations of the design, attracting a whole new category of price sensitive clients.

LUMIÈRE PETITE

- Designed for day-to-night wear and gifting
- Smaller size, accessible price point
- Maintained the essence of the collection with refined elegance





LUMIÈRE I



LUMIÈRE FLUTED



LUMIÈRE PETITE

