

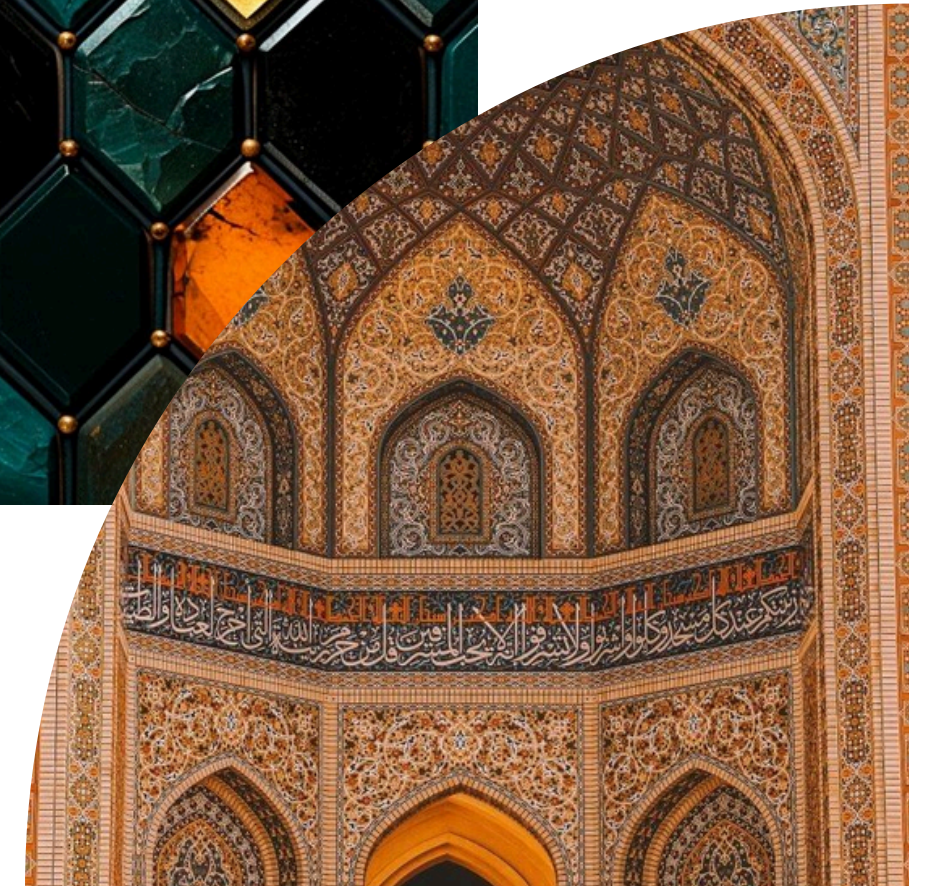
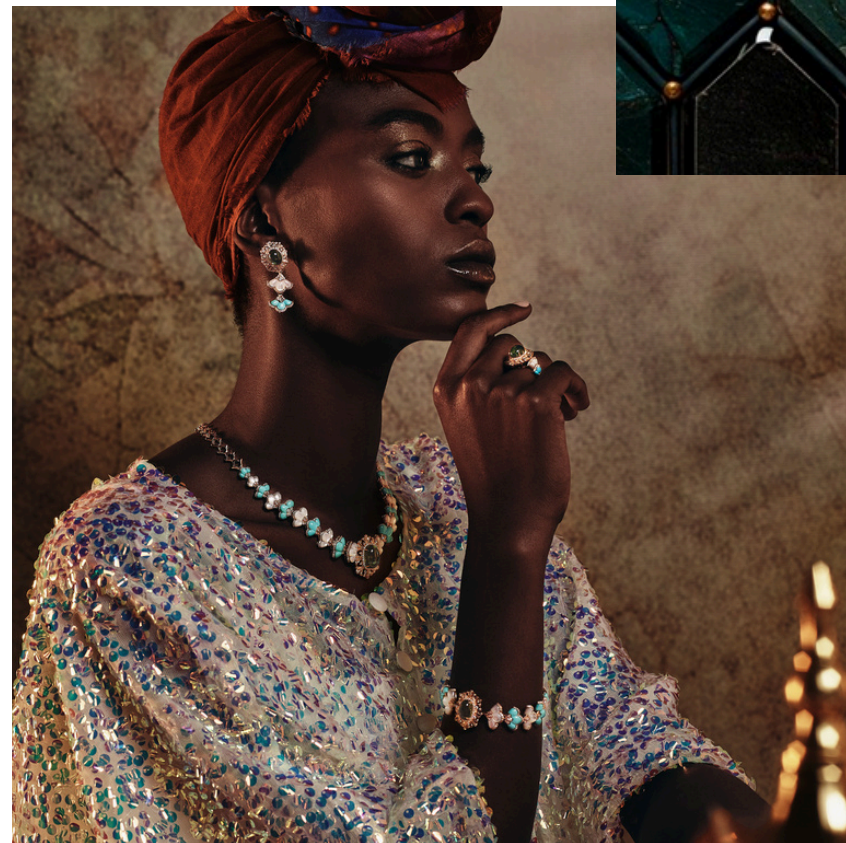
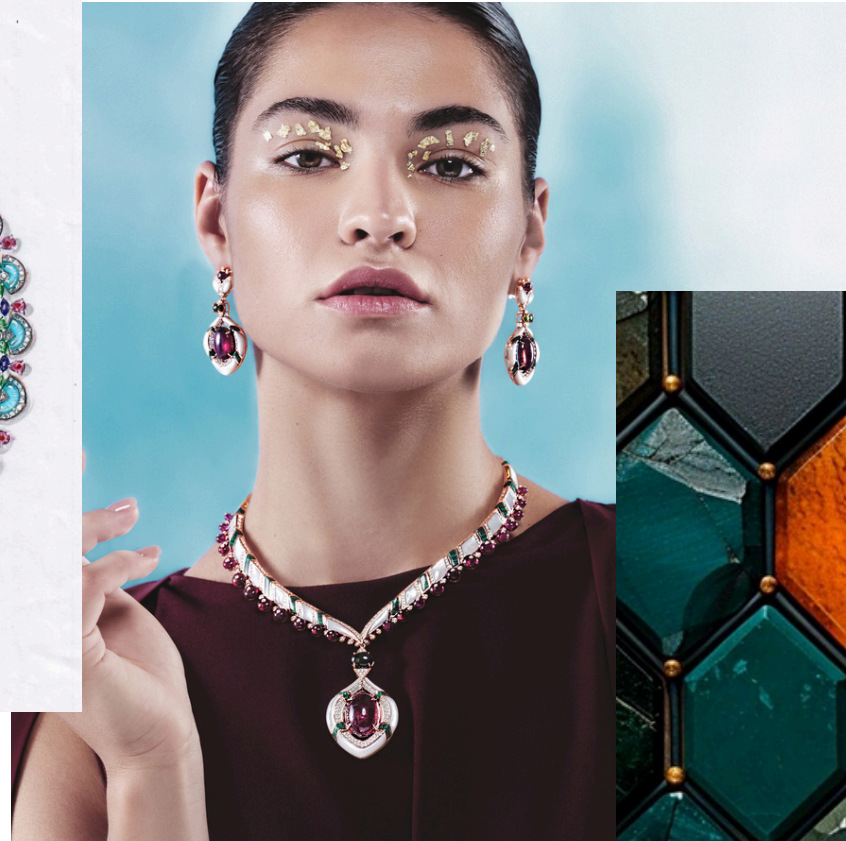
CASE STUDY - IMPERIA

IMPERIA
HIGH JEWELLERY
The Origin



CASE STUDY - IMPERIA

Vision BOARD



About IMPERIA



1

What was it?

A one-of-one High Jewellery collection crafted for the region's refined clientele, especially Arab women, known for their love of colour and statement elegance.

2

Why was it created?

To offer a high jewellery collection that celebrates colour, craftsmanship and individuality, perfectly complementing the elegant yet minimal silhouettes attires.

3

What made it special?

Every piece was exclusively designed, featuring calibre-cut gemstones, cabochons, tassels and natural diamonds, all tailored to suit the aesthetic and lifestyle of the region.

CASE STUDY - IMPERIA

The Gap & The Bridge

I. IMPERIA PETITE GINGKO



About GINGKO



1

What did we discover?

A significant gap in the market, clients loved Imperia's vibrancy but wanted everyday pieces with the same feel and finesse.

2

How did we respond?

We bridged that gap with Imperia Petite Ginkgo, inspired by nature's strength and designed for daily wear with a colourful twist.

3

Inspiration?

Inspired by the iconic Ginkgo Biloba leaf that celebrates the timeless strength of nature.

4

Who was it for?

Women looking for refined, wearable luxury, perfect for gifting, layering and styling with modest wear or modern attire alike.

II. IMPERIA PETITE STELLA



About STELLA



1

What came next?

The Stella edition of Imperia Petite, inspired by the regionally beloved Stella flower, designed to resonate with both cultural elegance and modern femininity.

2

Why does it work?

The use of colourful gemstones paired with diamonds makes Stella the perfect choice for gifting and festive occasions.

3

Where does it fit in?

With 12 versatile designs from pendants and lariats to full necklaces, Stella effortlessly transitions from day to night, offering a price point for every occasion and budget.

4

How does it reflect our design thinking?

Each phase of Imperia has been thoughtfully crafted, evolving with our clients' needs—from statement pieces to everyday treasures. It reflects subtle luxury with cultural resonance.



HIGH JEWELLERY



GINGKO



STELLA



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