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Masters in Jewelry Design
Istituto Europeo di Design Roma
Thesis 2022



DAWN

EVERY DAY, NEW.

A new morning, a new perspective on life.
A new dawn, a new day.
How will you address it?

If life is an occasion and an opportunity,
the new dawn is a refresh and a renewal.

Therefore, I want to live in the sunshine and delight
in the new mercies of the morning.



hopeful

effluence

occasion

intentionality

transparent

renewal

warmth

readiness



TARGET MARKET



Boucheron



Chanel



Suzanne Belperron

Market
Research



PRICING

Range from \$220-820

Ring (one finger) – \$220

Brooch – \$325

Pendent – \$380

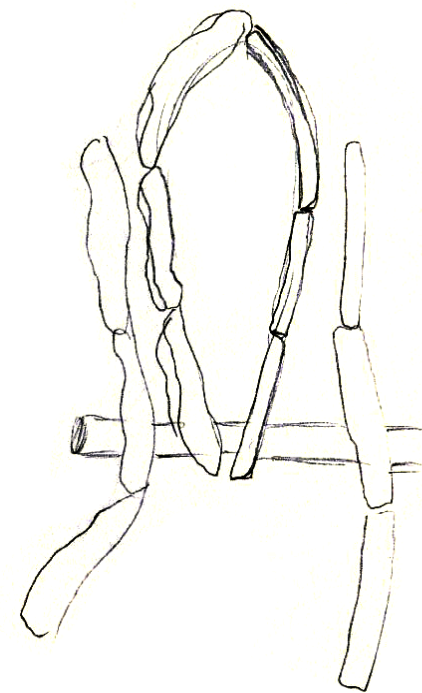
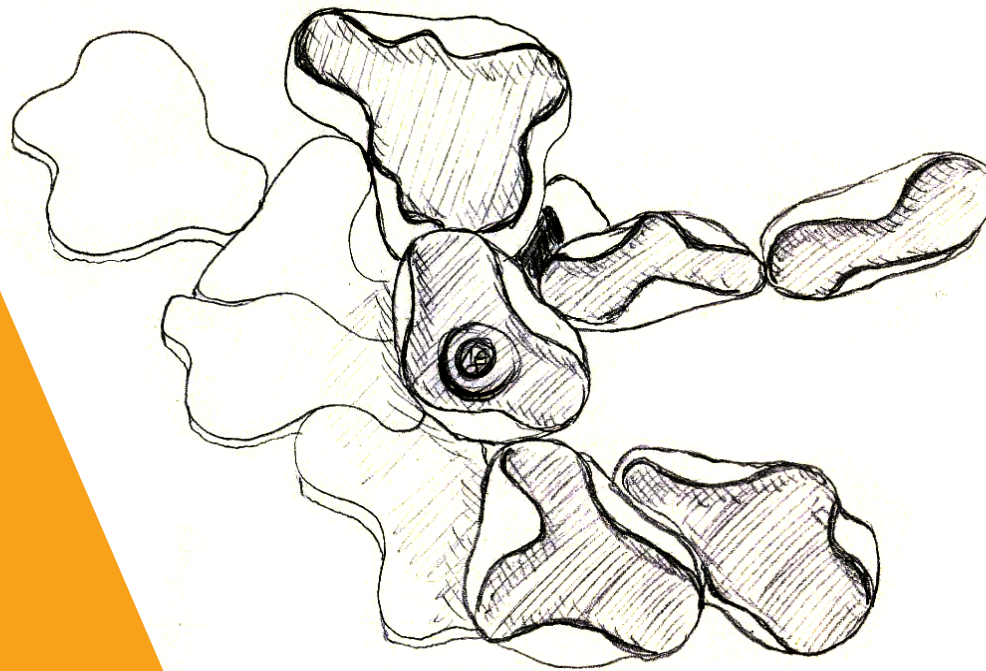
Ring (two fingers) – \$425

Earrings – \$460

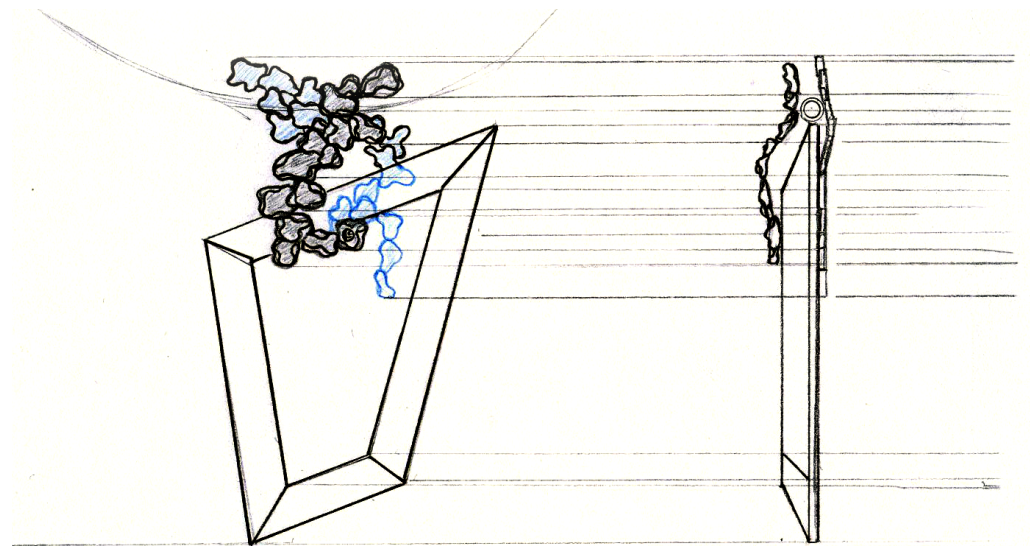
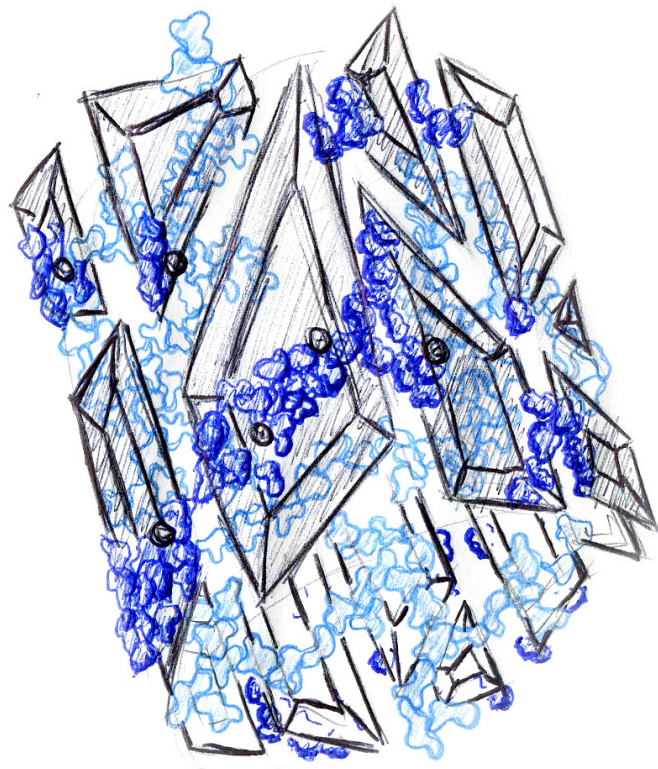
Bracelet – \$550

Necklace – \$820

SKETCHES



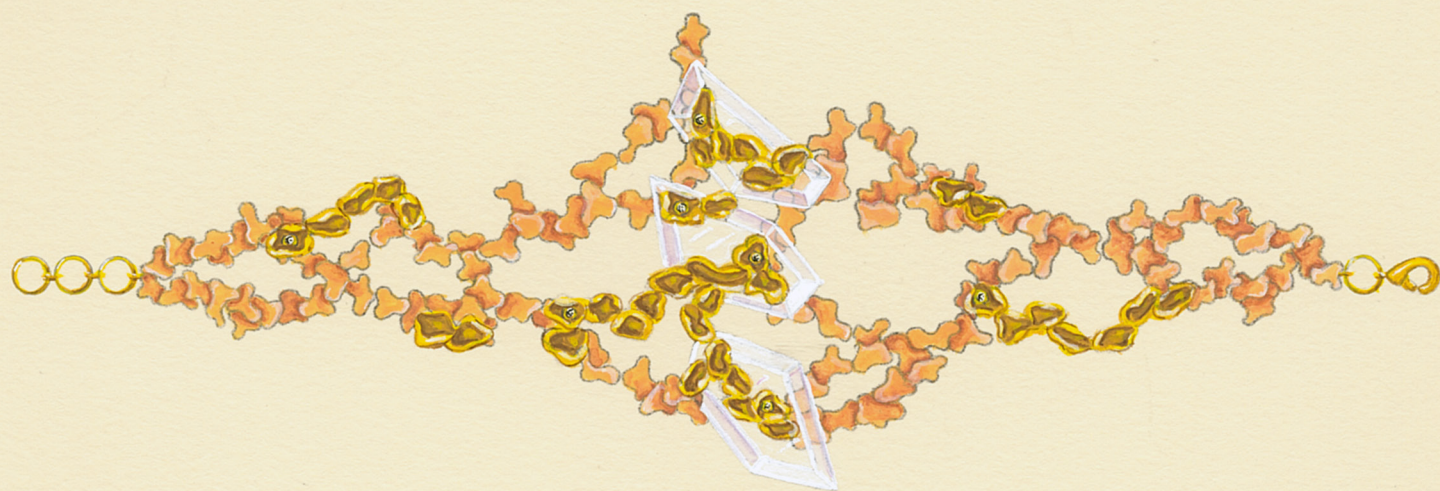
SKETCHES



HAND RENDERS





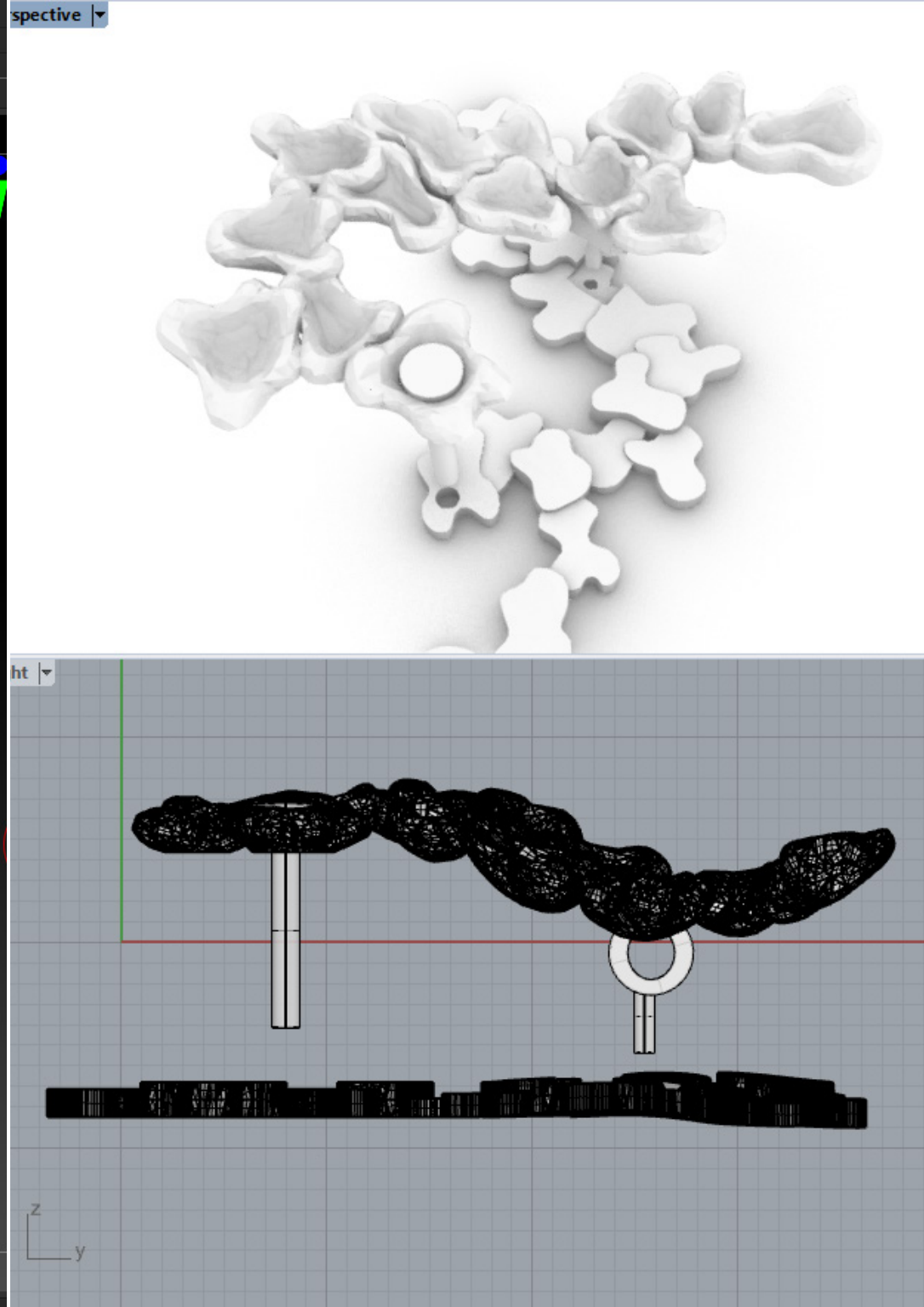
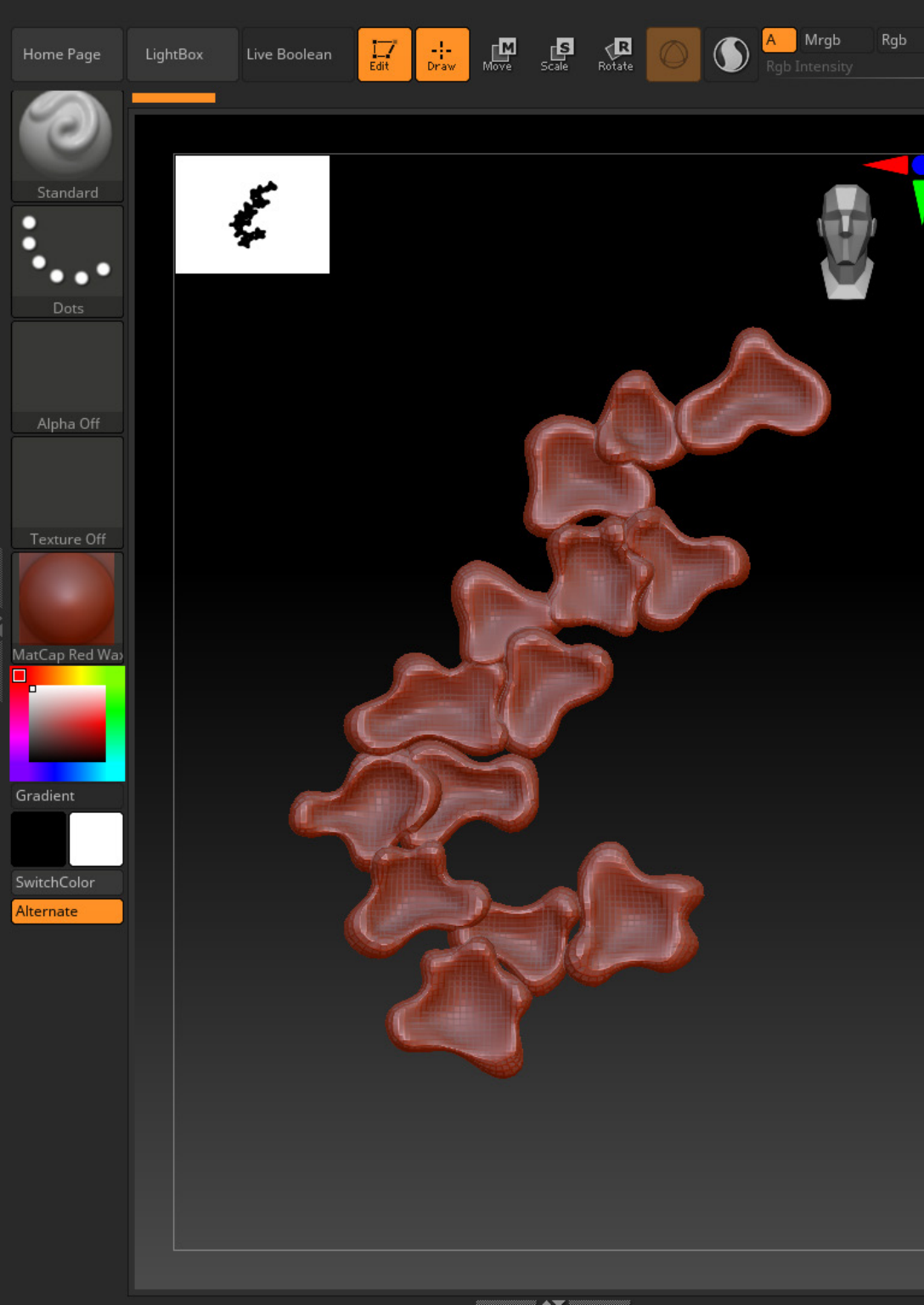


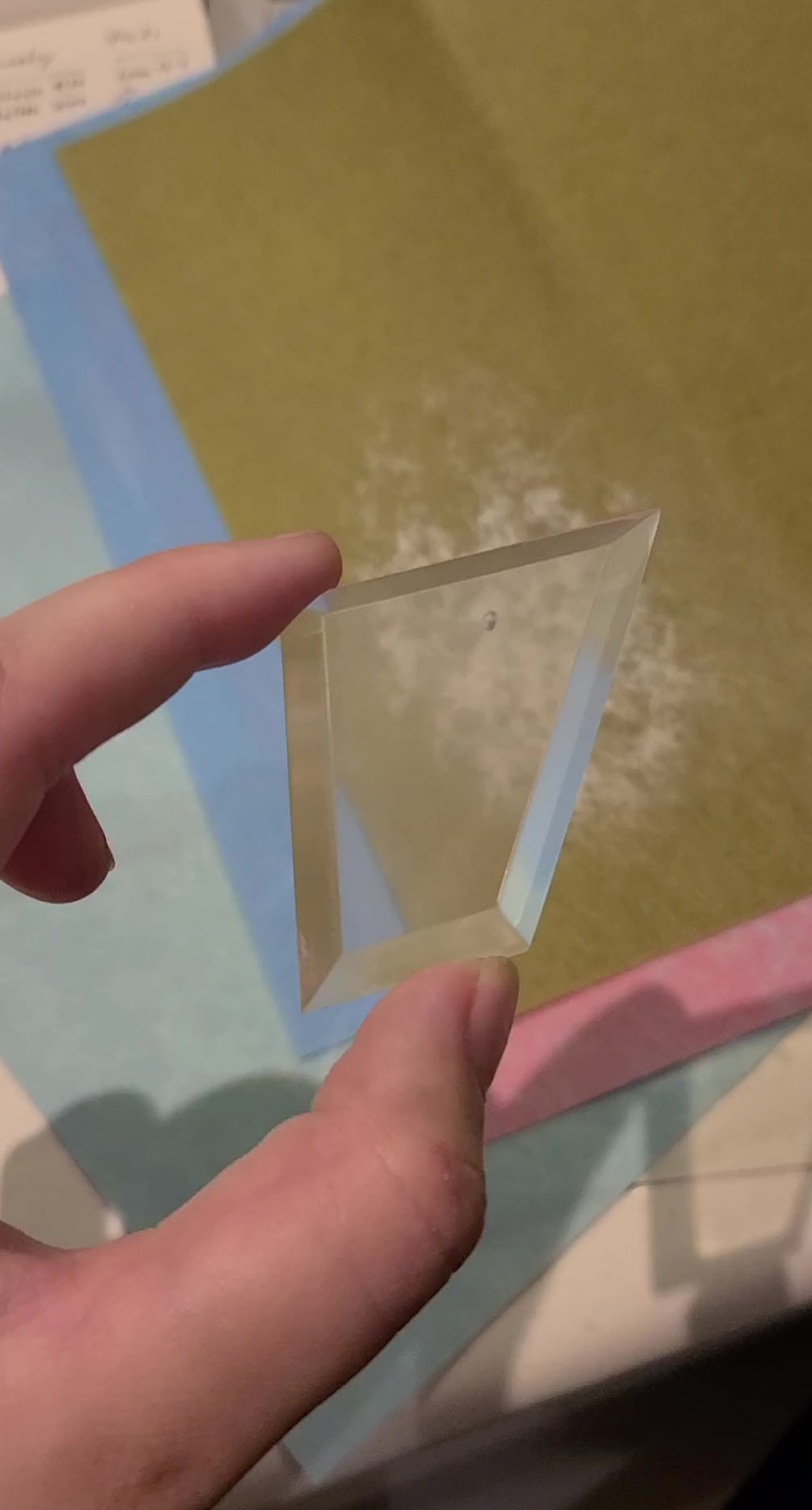
Pendent

Yellow and rose
gold-plated silver,
resin, cubic zirconium



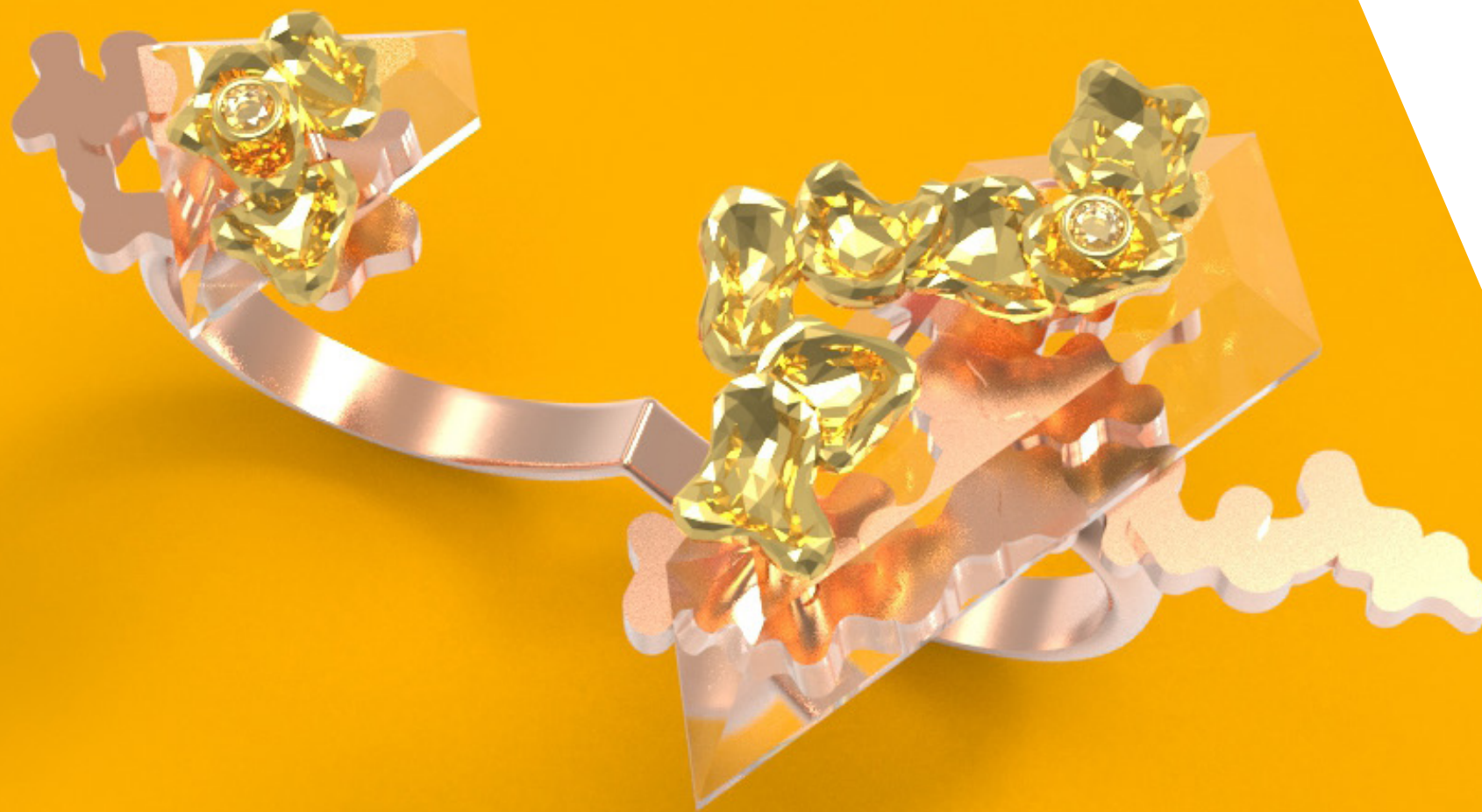






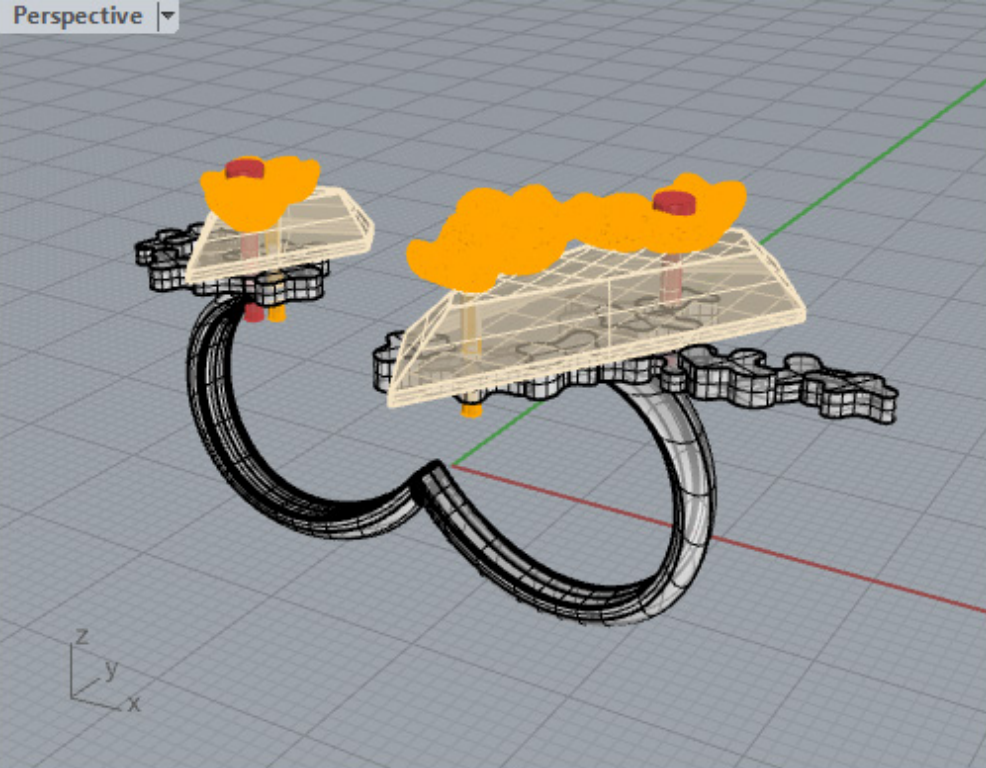
Ring

Yellow and rose gold-plated silver, resin,
cubic zirconium

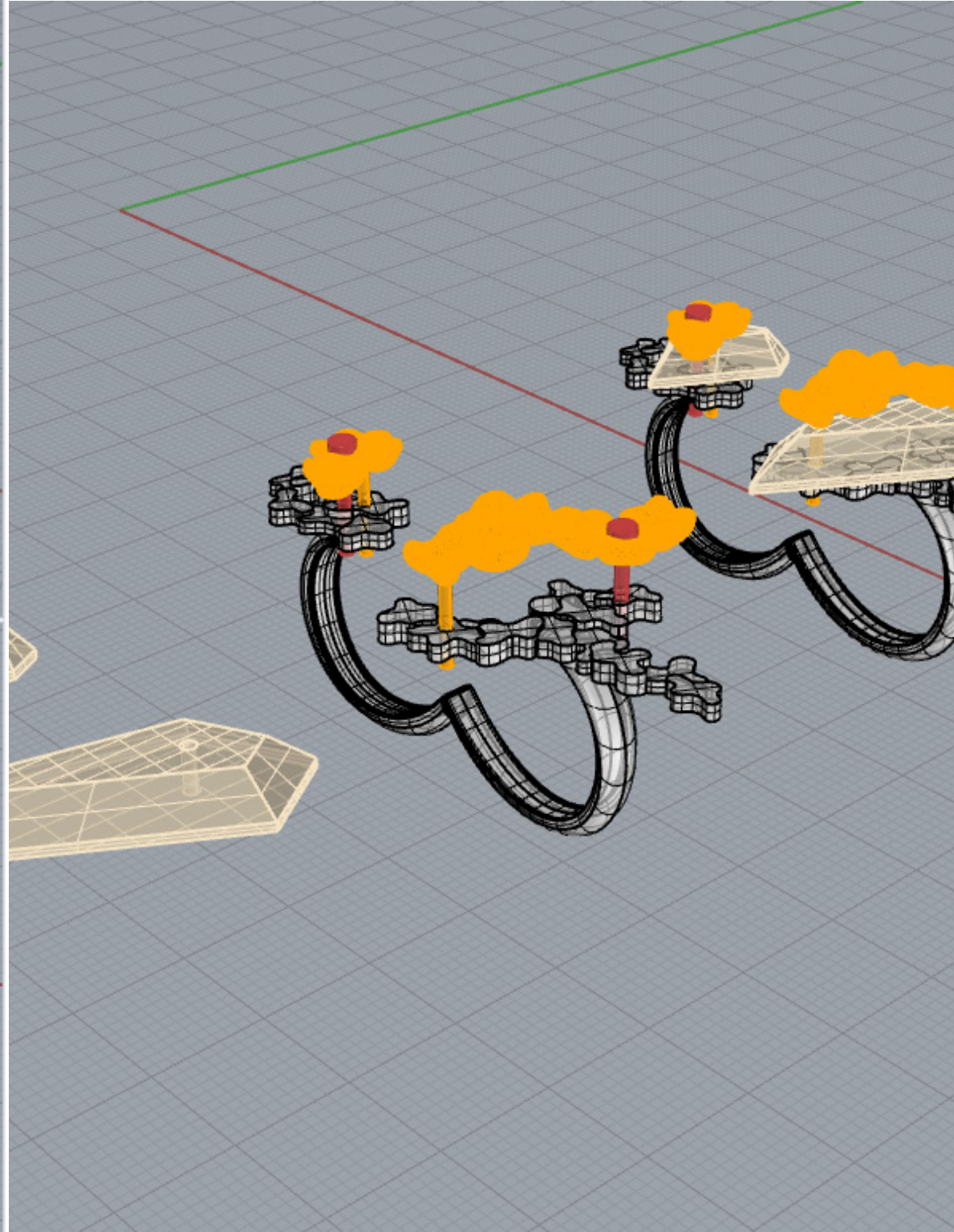
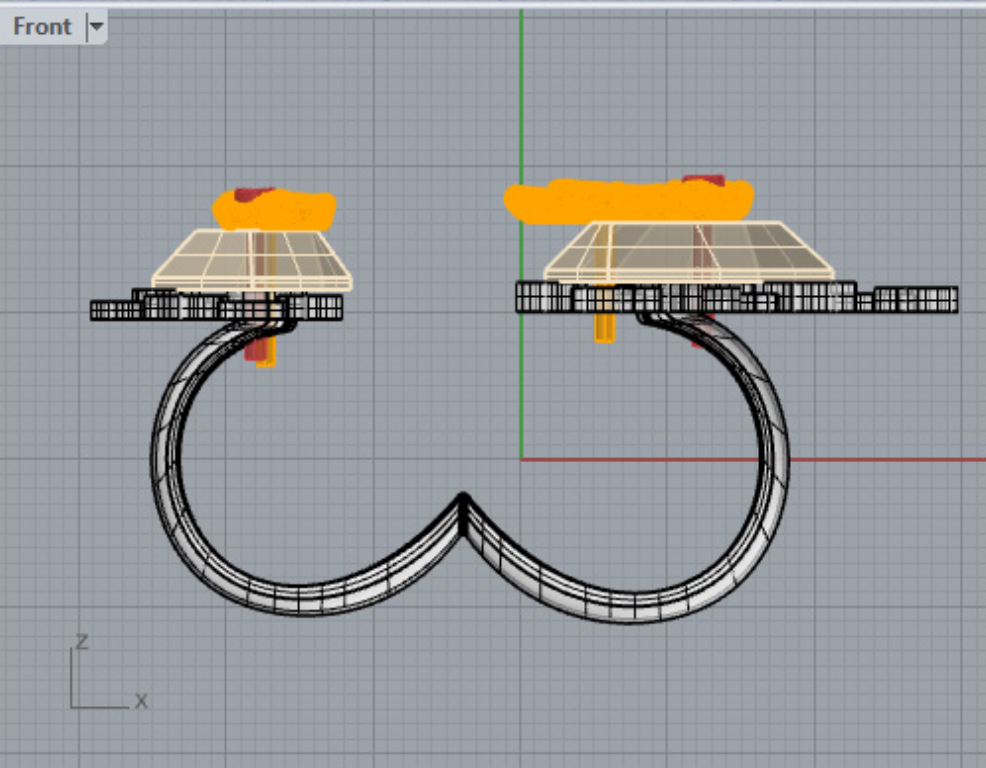




Perspective ▾



Front ▾

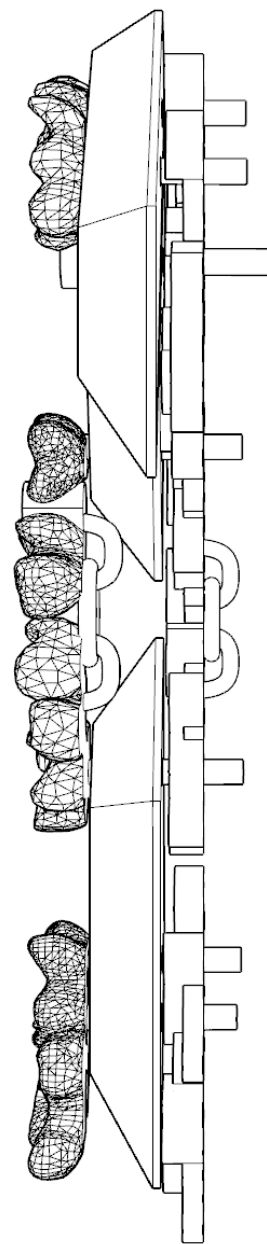
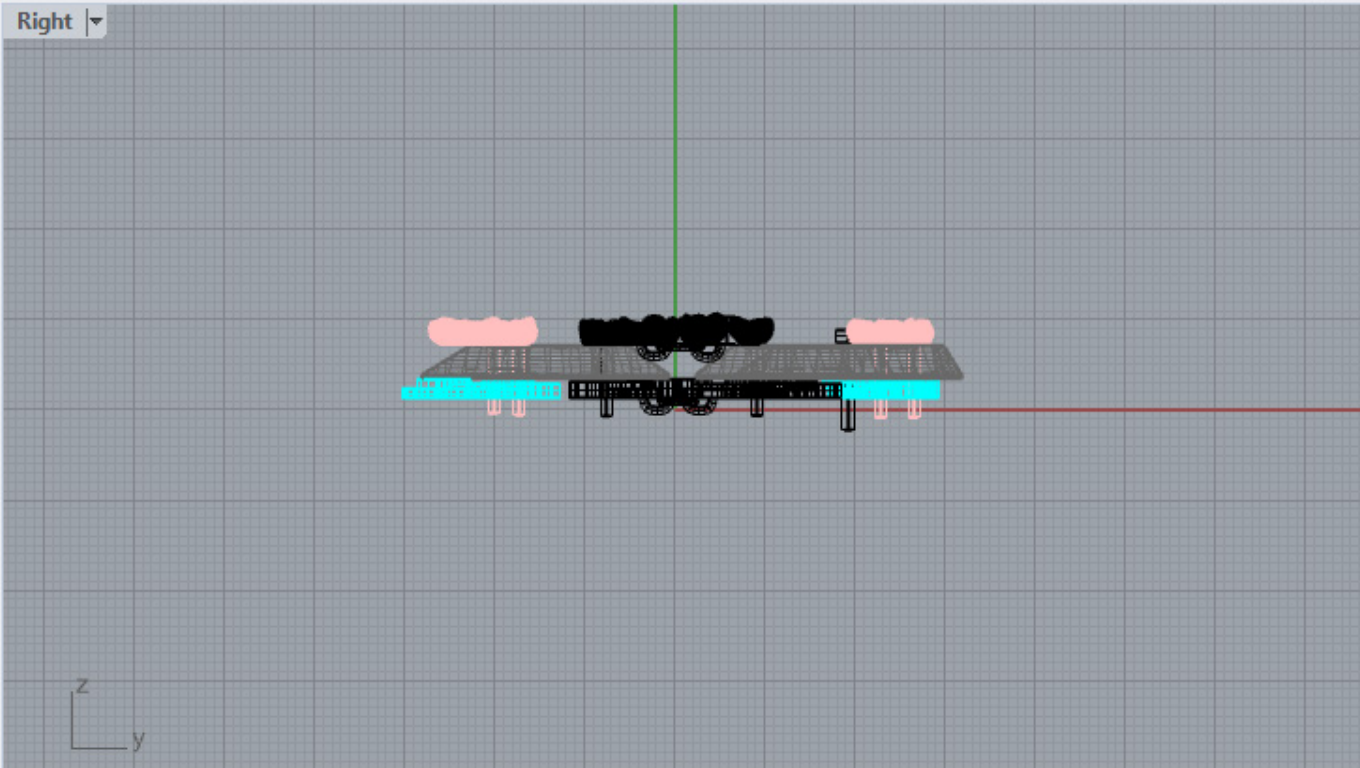
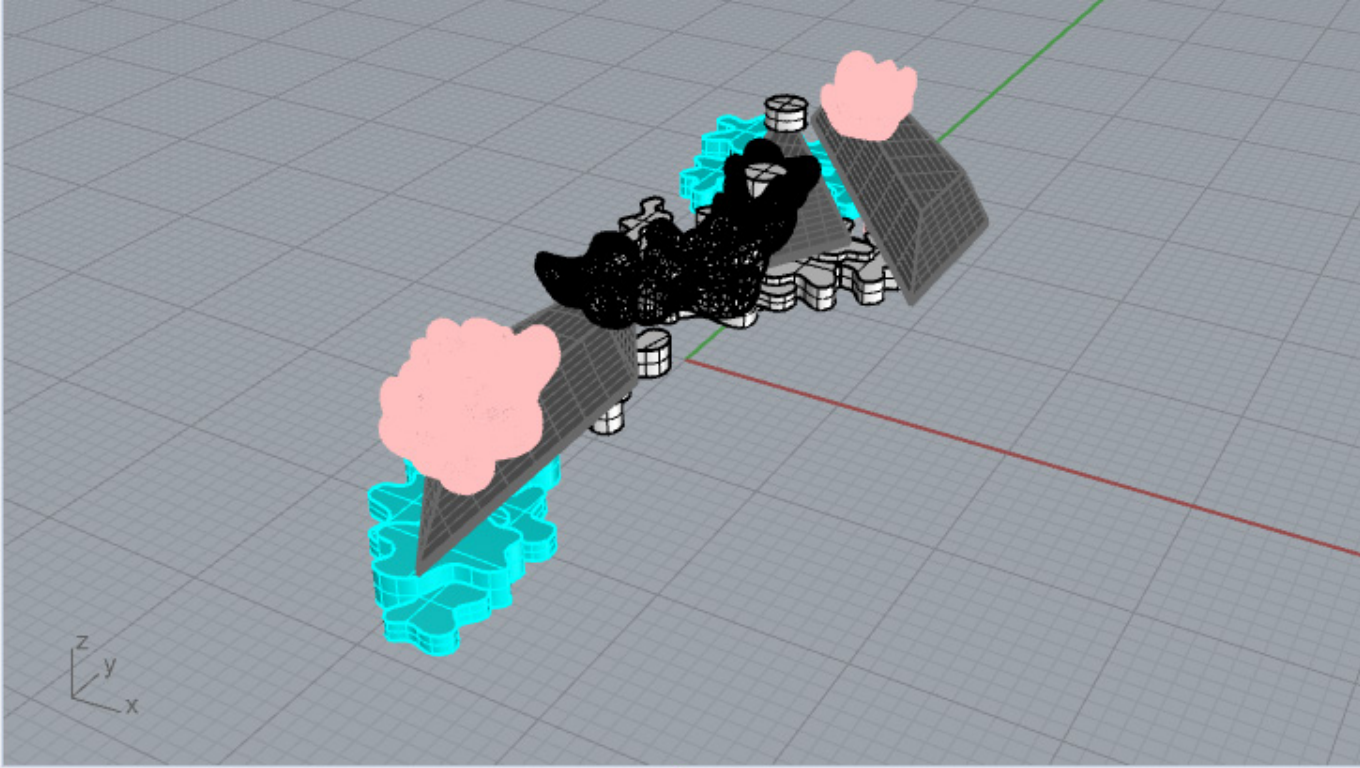


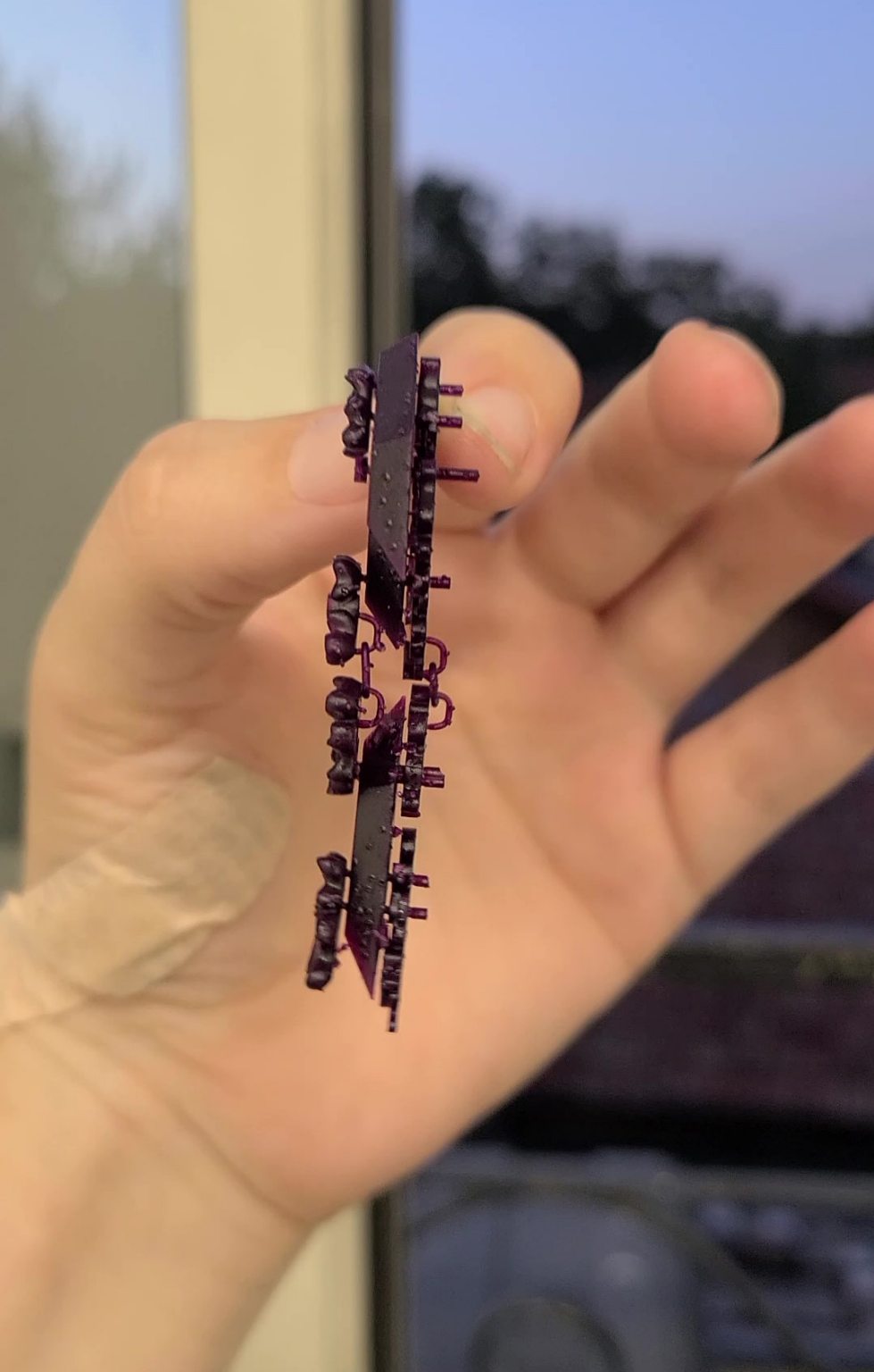


Earrings

Yellow and rose gold-plated silver, resin, cubic zirconium









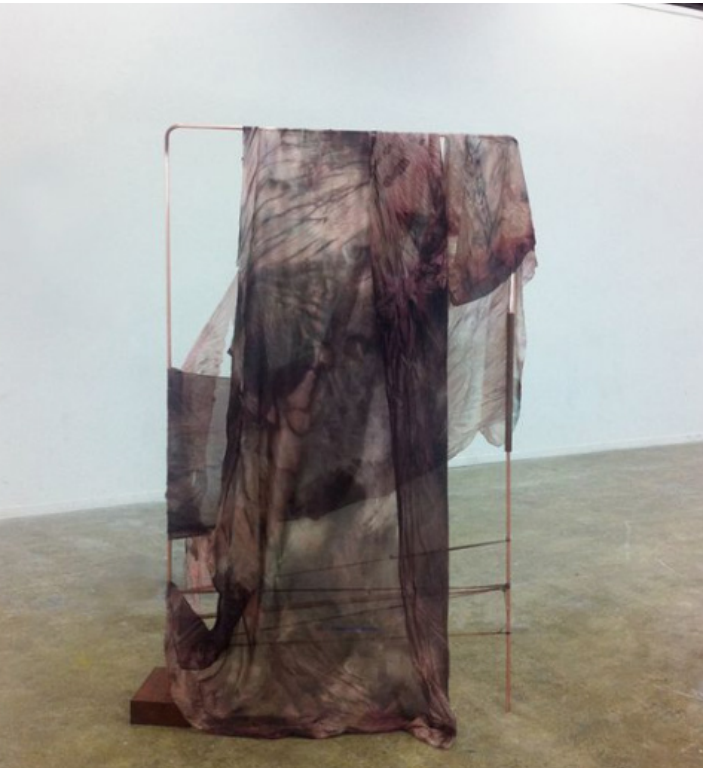








PACKAGING & DISPLAY





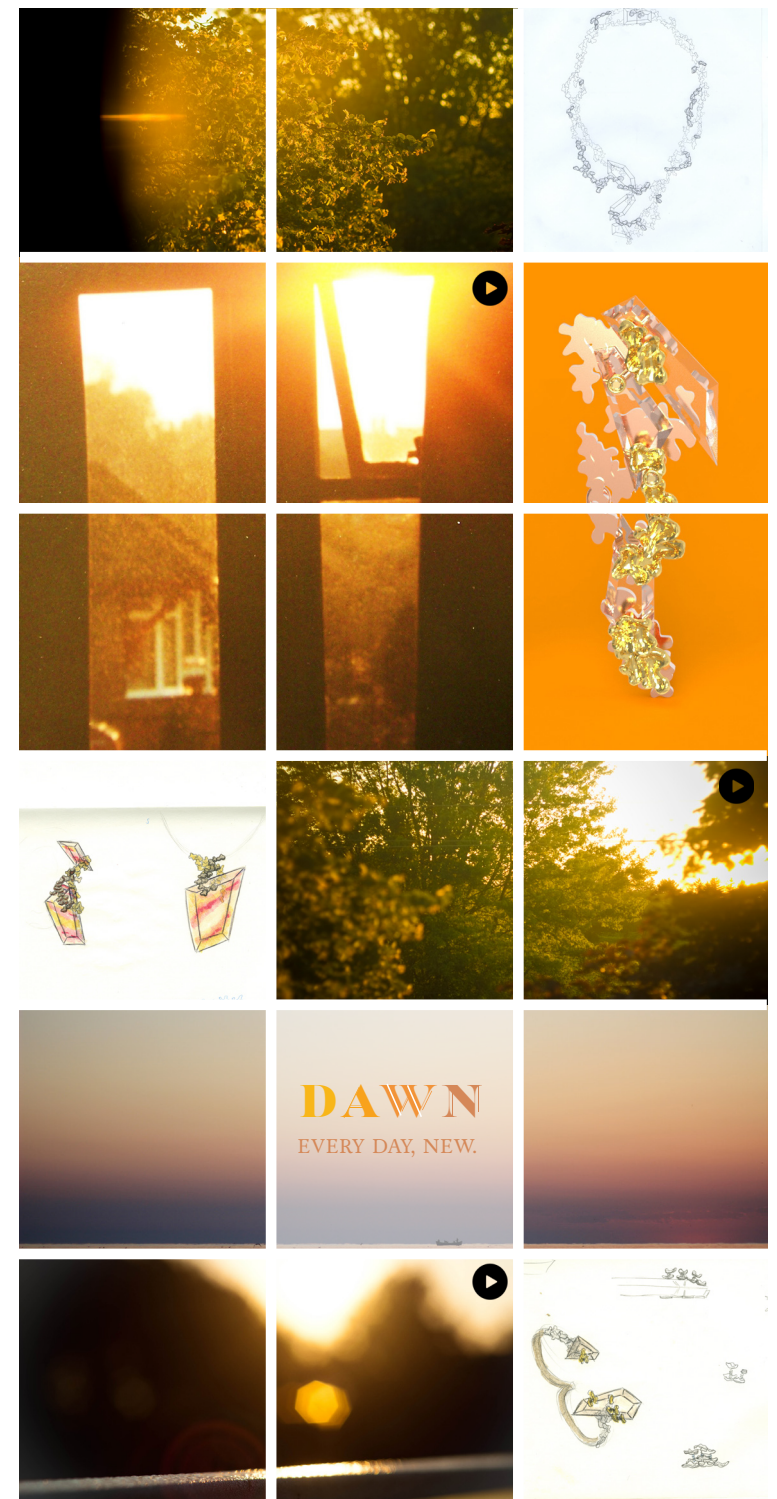
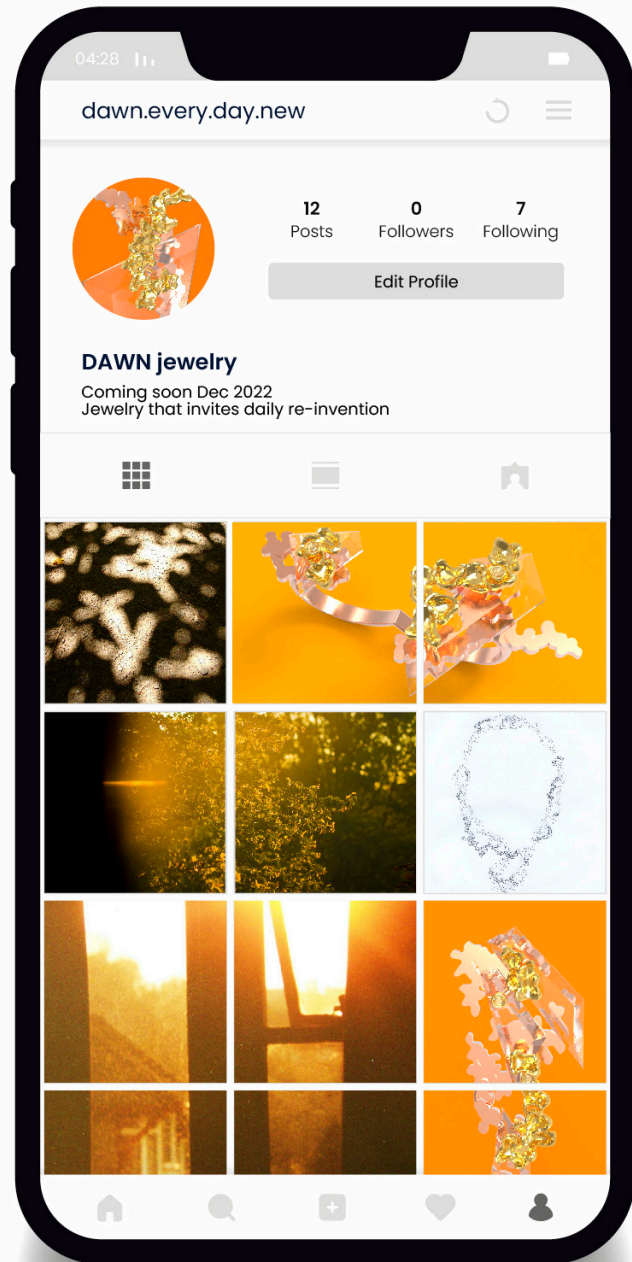
Distribution

MARKET is an experiential shopping destination, housing a curated selection of compelling and sought-after designers with a large focus on new and emerging talent, idealizing and re-conceptualizing their retail experience, creating a space to host emerging designers who looked to build a footprint in the DFW metroplex.









Editorial Photography









EVERY DAY, NEW.