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***Euforia*: An Exquisite Jewelry Brand Embracing Floral-Tree Motif**

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Abstract

The current study introduces a new jewelry brand *Euforia* which is highly inspired by the combination of special floral-tree structure and Mughal era. The researchers' designs infuse trees in the jewelry with a texture and color tones of Pakistani Mughal era into it. The current study is under the deep influence of Japanese culture and also aims to incorporate its fashion trends into it as well. The motive and objective behind these new designs of jewelry is to meet the demands of entire fashion industry of the current era. Jewelry has the ability to highlight women personality and bring out her best persona if a right jewelry is chosen for the right occasion. Today, the fashion industry is at its peak as the female models wear ornaments of variant styles on different events. These ornaments and their style are adopted by the modern-day women as they idolized celebrities. Furthermore, this study focuses on trending floral jewelry designs that are being appreciated by the younger generation, for instance, cherry blossom in shades of baby pink and ivory. In addition, we aim to design catalogues with its first collection along with inlays; and we will promote this vision via e-marketing platforms for which we shall create an Instagram and Facebook business page. These pages further include practice of a researcher's designing skills for social media designing. This research work also reflects light on the package design for the products. Hence, it covers the entire graphic designing skills. In addition, online surveys will be conducted in order to determine the desirability of the project in this research.

Index Terms: *Euforia*, fashion ornaments, floral motifs, jewelry, Mughal era.

I. Introduction

According to the current study, jewelry and women are interlinked, inherently. The history of wearing jewelry and fashion adornments by men

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and women is as ancient as the stone age era. Around 5000 years ago, the desire to adorn themselves aroused in people, leading to the origin of jewelry. Going into the historical detail is, however, beyond the scope of this paper. Nonetheless, Pakistani women and their fascination with jewelry is no different in this regard. There cannot be a woman in Pakistan, who doesn't adore jewelry be it simple, elegant, cheap or exclusively expensive. In addition, jewelry is often seen in the country as women's security and prestige. In India, the appeal for jewelry was huge that it's no more a craft than an art [1]. Pakistani jewelry is special in its craftsmanship and style [2]. Jewelry has become an integral feature of all sorts of western dance styles. Be it *Bharatnatyam*, *Kuchipudi* or *Kathak*, in presenting the artist, they all added importance to jewelry. The sheer number of items forming the jewelry of a Pakistani woman is numerous, ranging from earrings and necklaces to pieces for adorning the hair, hip, feet, and feet. Jewelry made with emeralds, diamonds, pearls, rubies, sapphires and other precious and semi-precious stones which have been in practice for long. The current project will utilize a combination of trees in the marbles to create the uniqueness of our brand which is going to be launched in the current study of designing jewelry. We sought our inspiration from Mughal art of jewelry making; and setting precious stones like diamonds, rubies, and emeralds in metals like gold and silver.

In *Meenakari*, enameling is done to protect gold; whereas, floral pattern colored in red, blue and green attracts the attention. Silver jewelry is not far behind in popularity, particularly because of its affordability, making it popular among low income group people. *Jhumka*, *hansli*, *chokar*, *nath*, and bracelets made of silver are quite popular among women in Pakistan. In short, the range of jewelry in Pakistan is quite vast [3]. Jewelry has a huge impact on the personality of humans. In Pakistan, traditional and matching jewelry is trending these days especially for formal functions. These ornaments are further enhanced and glamorized by adding diamonds and other gem stones into it. Traditionally, the Pakistani jewelry has been made of heavy and voluminous gold pieces, but recently jewelry made up of silver, platinum, and other metals has become quite popular among the new generations.

A. Brief History of Jewelry Making in the Mughal Era

Centuries ago, India was under the rule and impact period of the Mughal Empire. The Mughal royals were expert judges of architecture, art, food,

clothing, and of course, jewelry. During the Mughal rule, jewelry making was given utmost importance. This art gave birth to unique jewelry pieces studded with magnificent gemstones and enameled with motif designs [4]. At that time, Royal family members and people of high rank proudly displayed such jewelry items all over their bodies starting from their jeweled turbans and head jewelry to thick set toe rings. After their ruling period most of their jewelry was preserved in the museums as an antique master piece. The basic idea of the current study is to infuse Mughal era's jewelry and adding floral trees and patterns into it in order to make a creative design that attracts modern-day women. The brand presented by this study is especially designed for the middle-class young girls since they cannot afford the high-priced jewelry of real metals and gemstones. *Eufhoria* is an endeavor to create artificial products that are neither very expensive nor overpriced; and every woman can wear it on her special occasions. Most of the jewelry brands use antique jewelry with vibrant colors, enhancing them with stones and funky-colored marbles. Keeping in view the prevailing trends, we are going to create innovative styles in jewelry-making.

II. Literature Review

The current study launches *Eufhoria* a jewelry brand in Pakistan which is a combination of floral trees with a feel and textures of Mughal era [5]. Although, gold and diamond jewelers had often incorporated the similar styles in their designs. But with the rising inflation such ornaments cannot be afforded by everyone. This is what makes our brand unique as we are launching it in artificial jewelry so that it is affordable for every woman. The colors scheme of Mughal era with combination of trees has been used to give it a luxurious feel. My logo also gives a feel of leaf which means that in every jewelry item, there would be a specific tree on it or a customize tree which represents a stylish look for women of every age and class.

A. *Work in Reverse*

By conducting a thorough survey and deep internet research in market I have come to develop some understanding of the scope of jewelry in Pakistan. As mentioned previously, women have least interest in silver or gold jewelry today and they are more inclined towards purchasing artificial jewelry. Goldsmiths also agree that recent gold-price patterns have changed people's mind-set and whole cultural scenario [6].

In addition, it has been found that the ninety percent of the customers, just scroll down different brand pages; and leave due to their high prices of jewelry. Furthermore, it has also been observed that most of the pages are either fake or sell substandard products due to which the customers lose interest in online shopping.

In contrast, there are many website and social media pages which sells jewelry online and have a unique style. For instance, Hanif jewelers and Gorgeous Jewelers is one of the famous brands of jewelry in Pakistan. They have quality products but due to its cost their jewelry is not affordable for middle class. Probably for this reason many other mediocre designers copy their designs and make replicas. However, the replicas often lose their authenticity and charm that the product should radiate and it often lacks finishing. Our brand *Euforia* jewelry brand work with the statistics to know that what type and class of people will get attracted towards their jewelry such as:

- Jewelry for girls and women of all ages.
- Targeting Middle class for sale in affordable prices
- Online website
- Social media stores and marketing
- Creative designs
- Quality product
- Antique jewelry
- Antique color scheme
- Attractive floral designs on it

B. Write Articles

The target audience are those who favors heavy jewelry and love the antique culture of Pakistan. This jewelry is unique just because the customer will be able to design her own type of jewelry according to their idea which make my brand different from others. The audients I am focusing on is middle class and young teenagers. Jewelry basically describes what type of human personality you have. For instance, if someone wear bright colors and heavy jewelry that means he/she is an extrovert, bold and exhibitionist.

And if someone wear minimal jewelry it depicts her personality as simple, elegant and introvert. By noticing and knowing all the facts I have decided to introduce my brand to woman of every class and age group to opt their own styles in price-friendly manner. In addition, they can select from wide range of colors and styles. For this purpose, I have developed a website for my jewelry in which customers could easily select colors and floral trees design which they want to engrave on the jewelry such as rings and necklace. This is the unique part of my brand that I am offering it to the customers. Moreover, a social media campaign will be initiated as well which will grab the customers attention towards my jewelry brand.

C. Benefits of Euforia

1) Affordable

First and most important benefit of my brand is its cost effectiveness. With rising inflation and lower wages, buying jewelry can be very expensive in Pakistan and unaffordable for middle class. In such poor economic state, our jewelry is highly affordable so that no woman lags behind in their appeal at their special occasions. Hence, we make sure our customers don't regret later for investing in our product.

2) Quality

We promised not to compromise on our quality of jewelry. Our designed ornaments are of good quality. Customized jewelry tends to have a better quality usually because manufacturers tend to cut down manufacturing costs by picking up the low-quality raw materials for mass production lines

3) Customized

The foremost benefit of personalizing jewelry is that the designs will be unique and there is a less chance of someone else copying your designs. When you opt for custom made jewelry it means you choose the high-quality material and designs according to your needs; and that's too in the affordable price.

D) Inspirational Work

The thing that make my brand different from others is the color the scheme of the Mughal era that I have chosen for my jewelry products. I have design some of the jewelry and conduct the survey on social media which

enables me to know that my target audience are liking my designs. My designs are based on following strategies:

Adornments organizations speak to a particular market. They are not planned for obliging a need, or a solace [7]. Selling jewelry is an art and talent of creating new designs with right skills and strategies. It can be difficult to get your business ahead and dominate the market. It is compelling in light of the fact that not exclusively will you sell your items, however you will likewise make a relationship with a fulfilled open that will esteem your items and likely offer their fulfilment with similar individuals subsequently developing your client base. To send the correct message, you must know to whom it is addressed.

On account of gems, the division is considerably more than fundamental segment information, for example, the age and the pay. They are unmistakably part of the procedure, yet the acquisition of adornments is a passionate buy. To characterize the subtleties of your crowd, you can utilize a division strategy which is called advertise psychograph which will permit you to characterize target subtleties including interests, tastes, picture projection, and so forth. The main purpose of making the ads are to focused on that specific group should be shown in the places that they usually visit; and use a language specifically aimed at them. A cutting-edge lady doesn't anticipate that blessings should rain on her yet attempts to procure everything. The trademark and the message resound with the crowd and doubtlessly accomplishes results.

The target audience should be the one which we have to deliver our message to. This is the most and mainly the most important step for the marketing strategy in our society. This entails that jewelry is the most important item for ladies as mostly they are so possessive and particular about their looks and style. They have added large motives to attract the audience and have used different kind of unique stones to make them look appealing and attractive. Thus, the desire to buy quality and unique products are innate among women. This phenomenon is noteworthy in weddings where women are too anxious about their looks that they ought to look different and stylish from others. It includes clothes shoes and jewelry, but when it comes to jewelry, they got more passionate regarding what to wear on the occasion. No doubt jewelry enhances the simplest dressings.

III. Materials and Methods

I am launching a jewelry brand and have taken the color scheme of Mughal era and their art style with the combination of trees in it [8]. For the branding purpose I have designed some following things:

- Posters
- Website
- Business card
- Letterhead
- Social media post
- Packaging
- Billboard
- Calendar
- Book ads.
- Standee
- Bag
- Small giveaways

Following figures show how I would do the marketing of my jewelry brand *Eufhoria*. The color scheme I have chosen is royal blue because it represents the royalty, class and serenity that represents the Mughal era.

Poster I is poster of my jewelry brand *Eufhoria*. These are the pendants of necklaces in blue and white color: where blue color represents the royalty and white is utilized for the minimalism and calming effect. Moreover, golden hues are added to give the jewelry a glittery and shiny effect. Since, it is for the women and girls of the current generation so I have added trees for the combination. In addition, a simple logo and text has been inserted that defines the unique impact of my jewelry. The contact details and the website information has been provided from where they can custom-order the jewelry easily.



Fig. 1. Poster I

The Poster II harbors the same color scheme. It is the indoor poster and, in this poster, I am introducing bracelet and necklace at the same time. The orange and purple color is a great combination in the jewelry. The design with simple chain is exquisite and elegant that can attract the customers.

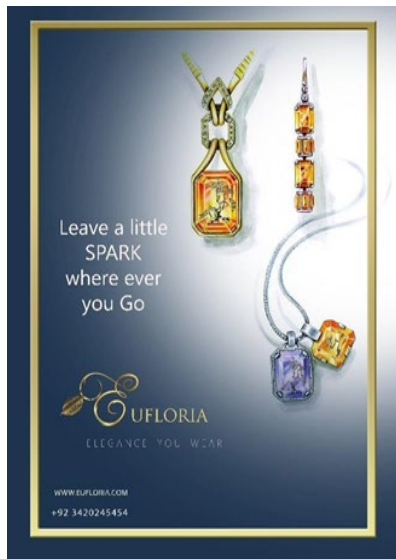


Fig. 2. Poster II

Likewise, Poster III, is also designed on similar scheme marketing rings. The floral patterns in green, blue and purple colors scheme are added to it because these colors are very much in trend these days.



Fig. 3. Poster III

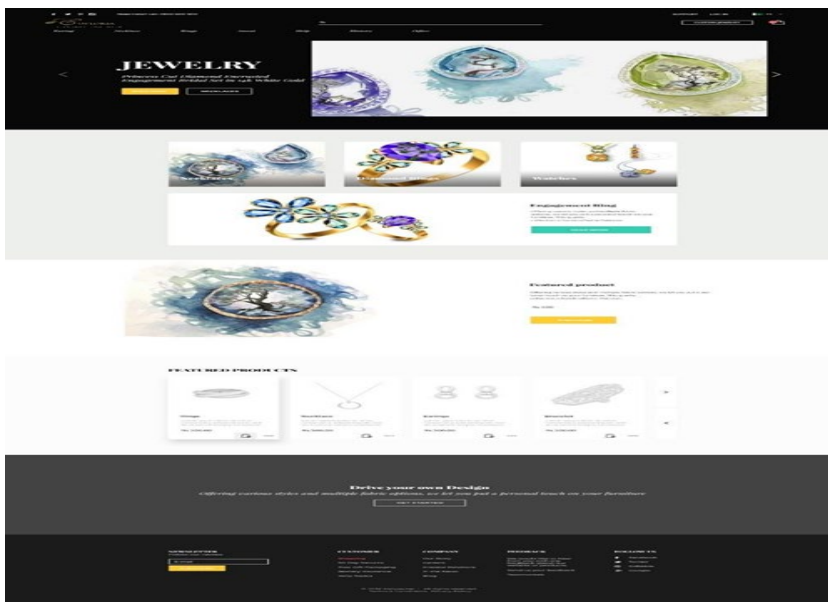


Fig. 4. Website of *Eufhoria*

The slogan that I've choose "*jewelry you never take off*" will reap good impact on the customers which I am targeting. The customer can have the option to customize both shapes and sizes as well.

All things are kept minimal and obvious and prices are mentioned as well. As we go down a catalogue of each product has been provided. For example, our catalogue has an engagement ring option that women find so endearing and unique. Since, most of the girls are so much concerned about their weddings and want to have something meaningful, symbolic and romantic. So, here they can seek the option to design their own rings. Down there is all information about our brand and product and services to ensure that we will deliver that exact product which they have ordered.

The white background gives a serene look to the website. The strategy is to keep it minimal and simple for the customers so it would be easier for the customers to select what they want. Therefore, my brand *Euforia* is all about the most recent news, perspectives, surveys and restrictive understanding from the world of extravagant adornments.

The main materials used to make objects for individual decoration were taken from the creature and vegetable world [9]. The material taken from the creature world, in a characteristic or prepared structure, established the genuine enhancement, though vegetable strands filled in as its help. An incredible assortment of shells and bits of shell were utilized during the ancient age are as yet utilized in certain island and beach front societies to make pieces of jewelry, arm bands, pendants, and hats. All materials that have been utilized throughout the hundreds of years for the production of gems have experienced somewhat mechanical, physical, or concoction treatment to change their crude shapes into shapes that, notwithstanding being useful, additionally fulfil certain stylish ideas.

The pearl is perhaps the most seasoned jewel known. Its shading differs as indicated by the waters from which it comes. Pearls from the Persian Gulf are typically cream-hued; those from Australia are white with greenish or somewhat blue shades brilliant earthy color pearls originate from the Gulf of Panama those from Mexico are dark or rosy earthy color; pink pearls are from Sri Lanka; and those from Japan are cream-hued or white with greenish tones. The primary attribute of the pearl is its glow [10]. Florid pearls are those with deserts in their external layer. In current occasions extravagant pearls are adjusted misleadingly at the same time, during 1600-

1700, i.e. their sporadic structure was abused in adornments by utilizing them to make up portions of creatures or different figures. After gigantic amounts of developed pearls attacked the world market, enthusiasm for regular pearls experienced an extensive decline. Notwithstanding pearl, various other natural materials, including golden, coral, ivory and fly are viewed as diamonds.

Golden is a fossil gum, normally yellowish earthy colored, yet every so often profound earthy colored to red, green, or blue. It is an indistinct hydrocarbon and may contain particles of different outside materials, caught creepy crawlies, and air bubbles. Its radiance is oily to resinous. The most noted event of golden is along the shores of the Baltic Sea, where pieces have been done for by wave activity. Other significant events are along the bank of Sicily, in Romania, and in Myanmar close Myitkyina [11]. Throughout the years the constrained gems types of ancient occasions duplicated until they included trimmings for all aspects of the body. For the head there were crowns, diadems, headdresses, clips, brushes, hoops, nose rings, lip rings, and earplugs. For the neck and middle there were pieces of jewelry, fibulae (the antiquated self- locking pin), clasps, pectorals (breastplates), stomachers, belts, and watch dandies. For the arms and hands armlets, arm bands, and rings were formed. For the thighs, legs, and feet specialists planned thigh arm bands, lower leg arm bands, toe rings, and shoe clasps.

The Indian subcontinent comprises of India, Pakistan, Bangladesh, and Sri Lanka, however at different occasions in history its area had spread to incorporate the neighboring nations of Nepal and Myanmar (Burma) and parts of Afghanistan too. In spite of the fact that there is some early archaeological proof of rings, wristbands, and different kinds of adornments from this locale, most data on Indian gems originates from optional sources, for example, model and painting. The territory's most punctual realized urban development is known as the Indus, or (after a significant archaeological site) Harappa, human progress [12]. It is dated generally from 2300 to 1750 BCE. From this period can be ascribed an agile bronze sculpture speaking to a bare artist. The artist's hair is interlaced and adorned, and she wears a jewelry with three pendants. Her left arm is completely secured by armlets, and her correct arm has an armlet at the elbow and another close to the wrist. This completely exceptional example gives documentation to the early foundation of the Indian act of wearing various

bangle wristbands. Be that as it may, no other real documentation of the manner in which the pieces were worn is accessible for this period. Bronze, stone, and ivory figures have been found dating from the second century BCE ahead. These incorporate two female figures found in *Bharhut* [13]. The sculptures are for the most part naked however wear cover on their heads and a wide range of sorts of adornments: hair decorations, hoops, pieces of jewelry with round and barrel shaped dabs, chains, belts, snaked lower leg wristbands, arm bands, and arm rings.

In the Indus territories and in those under their impact, the setting, cleaning, and penetrating of valuable and semiprecious stones experienced gifted advancement. Stonecutting was utilized all through India, yet it was commonly viewed as ideal not to diminish the size of the stone. In instances of existing gems from later periods, jewels were for the most part cleaned yet not cut. When all is said in done, there was an inclination for a many-toned rich impact. Polychrome was connected not exclusively to India's rich assets yet to the strict imagery of jewels and their course of action.

The valuable articles worn by ladies had extraordinary assortment. For the head, ladies wore brilliant wreaths, enormous pins, and groups of gold leaves with a star in the center set with jewels, twists to be set along the part in the hair, and headbands in confused shapes total with many tinkling pendants. Some Indian ladies wore a gem on the temple or pierced the nose so as to wear a gem in the left nostril. An assortment of structures was utilized for studs, in which pearls, filigree, jewels, and coral showed up in flower organizations with differentiating hues.

Lotus leaves made of gold sheet were worn at the scruff of the neck with lots of gold blossoms close to them [14]. Accessories were worn in products and in numerous lengths, now and then arriving at the navel. A few pieces of jewelry were made of a mix of valuable stones and pearls, while others were made of ornaments in different shapes. An early kind of Hindu special necklace called a narrating was made of a gold plaque with nine valuable stones affixed above it. A progression of narrations could be utilized to shape a neckband. Jeweled belts followed the state of the body and frequently had additional pieces that came to up to the neck or down to the wristbands worn around the thigh. Lower leg arm bands were frequently connected by little beautifying affixes running the instep to the rings on the toes. This is the most used jewelry in the Mughal time period and the color

are as well. The Jewelry is what everyone wants to wear and would love to wear it in any occasion or day specially girls.



Fig. 5. Social media post

Fig. 5 shows the social media post that highlights the main purpose of the design to engage the audience. After conducting a thorough survey, I have observed that unique and catching slogans often grabs the attention of the customers. Therefore, various brands have used such lines that get straight to the heart of customer and their target audience. This social media post is for Instagram and Facebook. Among other things, I have made the stationery including business cards, bags and letter heads. I have kept them simple and to the point. In addition, I've made the souvenirs for our regular customers as a good-will gesture.

A. Design Progress

After thorough research and surfing websites etc. from other brands the researcher has designed some of the unique designs along with logos in order to target the desired market. The researcher has presented the logo designs in Fig. 6 (a, b & c) below. The first logo sample was designed with floral texture because the brand is a piece of jewelry and it should always

include flowers in order to attract the girls. Also, it was kept in typography just with simple text along with designed font and with the tagline. In the second sample, there are only two colors including light gray and green colors as it is close to nature; and simplicity speaks for itself.

The only thing that was missing in the above logo samples were the identification. The identification is what information the researcher displays and provides to the customers so that they could easily get the clue regarding the brand. So, the third logo sample was designed with blue background not only to represent royalty but also to give it a feel of the Mughal era. The researcher designed the 'E' of *Eufhoria* with the gold leaf in it. So, the iconic leaf, the tree, and the tag line is also related to the researcher's brand image.



Fig. 6 (a, b & c). Logo designs

In Fig. 7, the researcher designed the poster with pink color and the old logo. This poster was not giving the feel of an ancient art. The color scheme was not appealing and the information for audience passing through the *Eufhoria* jewelry brand poster fails to represent the message behind the poster tag lines. For this purpose, a researcher changed the color scheme, logo and added blue color in it. The current research aims to design the poster which should be appealing. In contrast, the jewelry-posters in Pakistan use their brands most heavy and best jewelry designs followed by their logo and required information. Nonetheless, according to the researcher's view, a poster should not be too messy that can make a customer confused [15].

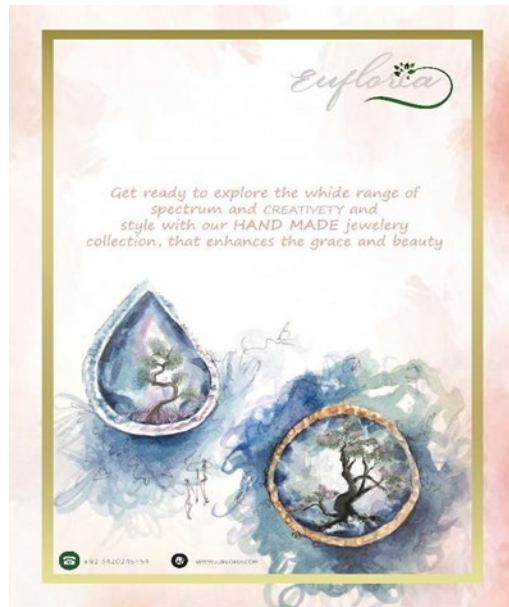


Fig. 7. Poster development

Pakistani jewelry is famous for its antique artistic style, so, this study focuses on their cultural values and styles. Jewelry trends are never-ending. Every generation add something to the existing styles; and the importance and value of antique jewelry is evergreen. The color schemes of the Mughal era are deeply engraved in our culture due to which almost every customer is prone to be attracted towards it. These designs are conceptual and antique because the designer care for the customers and their desires. Without any wastage of time the customer can go to the website and place his order without any inconvenience.

V. Conclusion and Future Recommendations

The current study was based on *Eufhoria* an exquisite jewelry brand embracing floral-tree motif. It is a special combination of Mughal era colors with hint of trees in jewelry designs which is a rare combination and actually it is really hard to find in the Pakistan. Almost, Pakistan lacks these advance jewelry designs which is the need of most fashionista, models, actress, bloggers, and others. The jewelry business faces many challenges regarding various areas, but the current study has specifically focused on mainly two areas. The people involved in bringing the gems to the market, and the environment. This study has used high quality refined material along with

the latest and advanced level designs available in the market. It is common to make jewelry designs out of flowers to adorn their beauty but it is not common to make designs out of trees mixing it with Mughal colors and Japanese hint. The current study recommends that people should explore new kind of designs and develop the concept about them. However, the fashion industry is growing fast in Pakistan day by day and we need to introduce more unique designs to our fashion industry. Also, we should experience the ultra-modern jewelry designs that should be worn with the beautiful eastern clothes and western dresses for models. Thus, there should be proper shops related to innovative designs; and now is the high time that we should take a step ahead and start launching quality and affordable products for women of every age.



Fig. 8. Final logo

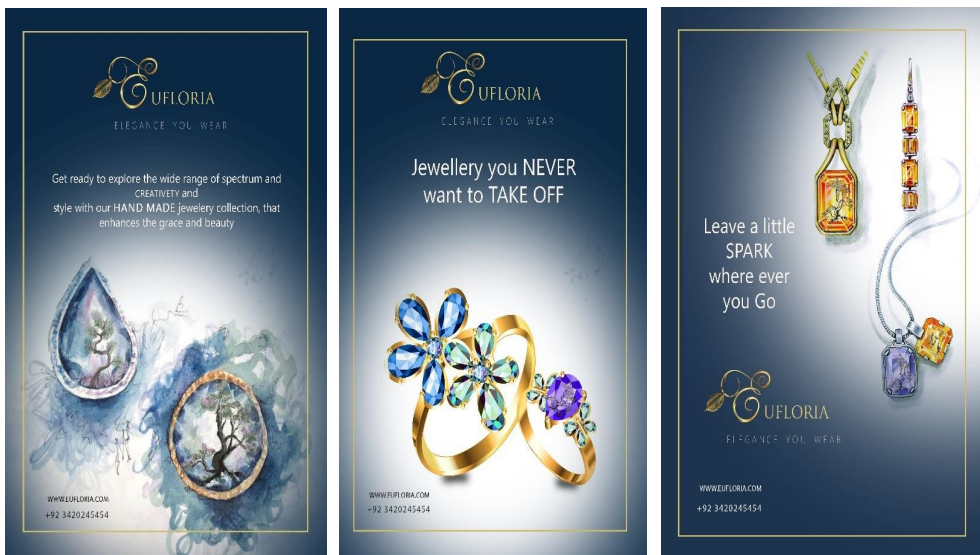


Fig. 9. (a, b, c) Final posters



Fig. 10. Final billboard

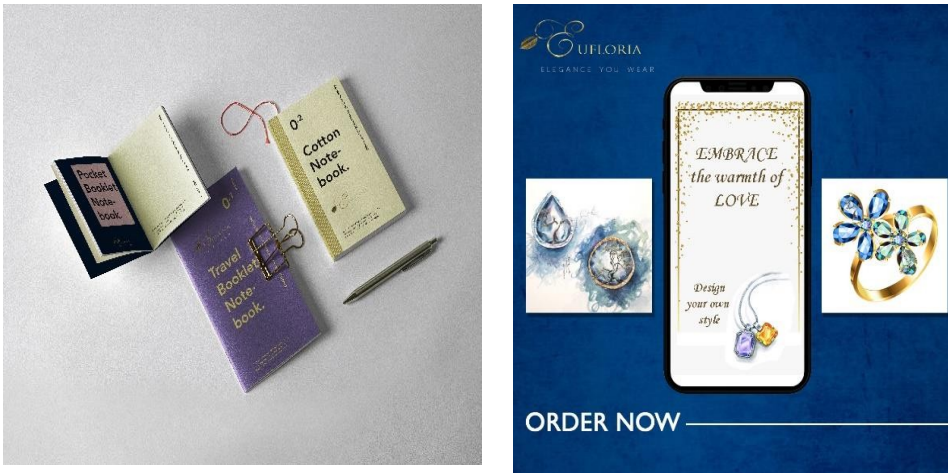


Fig. 11 (a & b). Giveaways and social media post

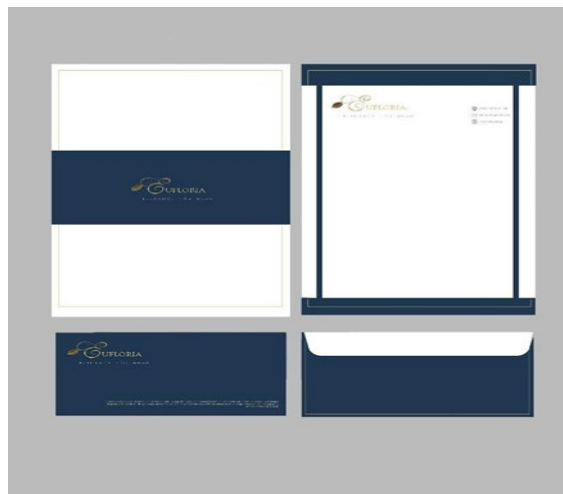


Fig. 12. Letterhead and envelope



Fig. 13 (a & b). Business card front and back



Fig. 14. Shopping bag

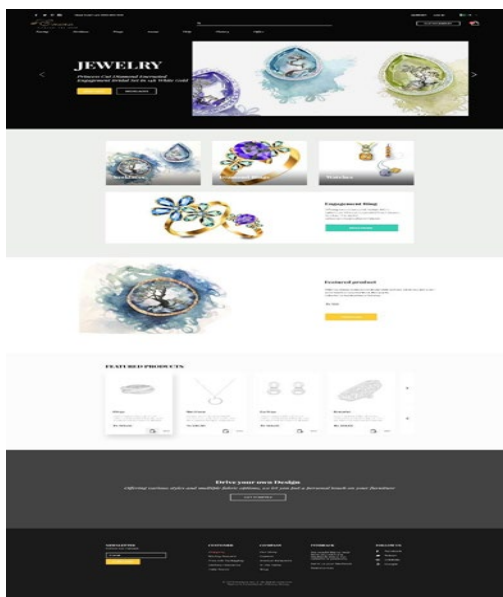


Fig. 15. Website

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