

THE JEWELLERY INTENSIVE

AUGUST 2018

JAIPUR | MUMBAI | LONDON

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A Bejewelled Journey

Learn and experience first hand the intricacies of the jewellery industry with a 15 day Intensive. This wholesome learning experience will span three cities, each of which personify a unique taste in jewellery. Experience the glitz and shine of the jewellery industry along with the sweat and toil that goes into making signature pieces.

TRADITION. TRADE. DESIGN.

Our Intensive covers the beautiful and bustling cities of Jaipur, Mumbai and London that are the most well known hubs for everything jewellery. From sourcing gems, to learning the tricks of the industry, topped with international trends and styles, we bring to you the best these cities have to offer a jewellery designer.

Pillars

TRADITION

The Indian subcontinent is known for its rich tapestry and the various influences its history has on the design and presentation of clothing and jewellery. Visits to some of these landmarks will aid the creator in their study and research of understanding different styles, learning the intricacies of design and its production, and networking with stalwarts who have transformed how the world sees Indian traditional jewellery. Set in Jaipur, this pillar will prepare the creators for the next stage in the Intensive.

TRADE

A trade that goes back eons, jewellery has had the power to make or break empires. The second pillar of the Intensive will equip the creators with the understanding of how trade works in the industry. Learn from the best, put to test your learning from earlier tasks, network with those who have established themselves and created your own name/brand. With a boom in e-commerce, jewellery has now gone beyond its traditional boundaries of presentation and sale. You will learn and accomplish tasks that will educate you about what it takes to to present to the old world and the new.

DESIGN

The metals and gems unearthed from deep within, are only a fraction of its true potential. Its real beauty is unearthed by great design and thought process of presentation. Learn the intricacies of the global jewellery industry, the art of doing good business with global names, meet and understand from those who have created a unique style and persona of their own in an industry peppered with so many players. This leg of the Intensive will take place in London.

JAIPUR

TRADITION
THE JEWELLERY INTENSIVE



EXPERIENCE

Relive in the era of Mughals, and see how their art still lives in today's designs

LEARN

Learn the art of making traditional Indian Jewellery from the experts and artisans.

TASK | Design/Develop a jewellery collection inspired from Mughal lifestyle, inspired by one traditional jewellery making technique and suitable for a 21st century woman

NETWORK

Interact with stalwarts who have transformed the world of traditional Indian Jewellery

*Accomplish your tasks with the help of planned
Experiential visits to some of the most inspiring places in the city*

PLACES/PEOPLE

Gyan Museum | Amrapali Museum | Gems & Jewellery Museum
Amrapali | Sunita Shekhawat |

LEARNING

Gemstone Manufacturing |
Kundan Meena Process |
Art of Enamelling

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MUMBAI

TRADE
THE JEWELLERY INTENSIVE

EXPERIENCE

Dream to build your own jewellery brand/name, by interacting with industry leaders

LEARN

Learn what goes behind setting up a jewellery brand/business

NETWORK

Network with industry leaders who have made a name for themselves in this industry

Accomplish your tasks with the help of planned experiential visits to some of the most inspiring places in the city

PLACES/PEOPLE

Diamond Cutting & Polishing | Jewellery Making Factories | Nirupa Bhat (GIA)
Farah Khan | Poonam Soni | Anand Shah

LEARNING

Jewellery Certification | Jewellery Retail | Online Jewellery Sales
| Public Relations



LONDON

DESIGN

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PLACES/PEOPLE

Victoria Revealed Exhibition
| The Queens Jewels -Tower of London
| V & A Museum | Katerina Perez | Yoko London

LEARNING

Jewellery Rendering | Elements of Design | Social Media

EXPERIENCE

The intricate world of jewellery design

LEARN

The significance of a good design in the jewellery business

NETWORK

With designers who have developed their own signature language

*Accomplish your tasks with the help of planned
Experiential visits to some of the most inspiring places in the city*



Mentored by : Katerina Perez

Founder & Editor-In-Chief | katerinaperez.com

Since training as a gemmologist at The Gemmological Association of Great Britain (Gem-A), Russian-born London-based Katerina has worked as a fine jewellery journalist, a social media influencer and as editor in chief of katerinaperez.com. She has written articles in both English and Russian for VO+, Robb Report and Kommersant, amongst others. Alongside her work in brand consultancy, Katerina also is a media partner with several of the world's largest jewellery exhibitions, including International Jewellery London, and Baselword. Having founded her website in 2013, Katerina has championed the work of talented jewellers across the globe, from established brands to fledgling designers whom she has personally scouted.

Curated by : Preeta Agarwal

Jewellery Specialist | Journalist, stylist, blogger | preetaagarwal.com

Preeta Agarwal is a New Delhi based jewellery specialist who dedicates a majority of her time to writing about fine jewellery for her blog 'Bejewelled Finds'; and for various leading international jewellery journals like The Jewellery Editor, Solitaire Singapore, Forbes India, VO+, Make In India and more. A trained jewellery designer and a photographer in her spare time, she has also authored four books of high jewellery. Her latest venture 'Preeta Agarwal Workroom' is a one stop shop where she provides exclusive services for the world of fine jewellery in brand consultation (Branding, marketing and events), jewellery styling, creative content for books and magazines, collection conceptualization, PR & communications and guidance in design and trends.



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Commercials

EARLY BIRD PRICE

INR 300,000 + 5% GST

NAILED IT RIGHT PRICE

INR 325,000 + 5% GST

LATE COMERS PRICE

INR 350,000 + 5% GST

What do you get?

ACCOMMODATION

Stay in culturally diverse hostels, boutique hotels, carefully chosen for an ambience that inspires & ensures safety. Breakfast included.

FLIGHTS & TRANSPORTATION

Flights from Jaipur to Mumbai, Mumbai to London and back from London to Jaipur. Inclusive of all airport transfers, intercity transport (cabs/ buses/subways).

EXPERIENCES

A curated list of museums, shows, design houses, talks, seminars & local artisan visits - we've got you covered.

INTENSIVE WORKSHOPS

Workshops designed to help creators hone their skills, build their portfolio, gain knowledge & exposure. Guided by experts.

*Terms & Conditions apply

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Eligibility

18+

Jewellery Design Students/ Professionals

Jewellery Merchandisers

Jewellery Manufacturers

Entrepreneurs

Retailers

Diamond and gemstone dealers

“If your passion revolves around the world fine gems, diamonds, jewellery and you wish to make a career in the industry, then this trip should top your bucket list.”

Contact Information

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