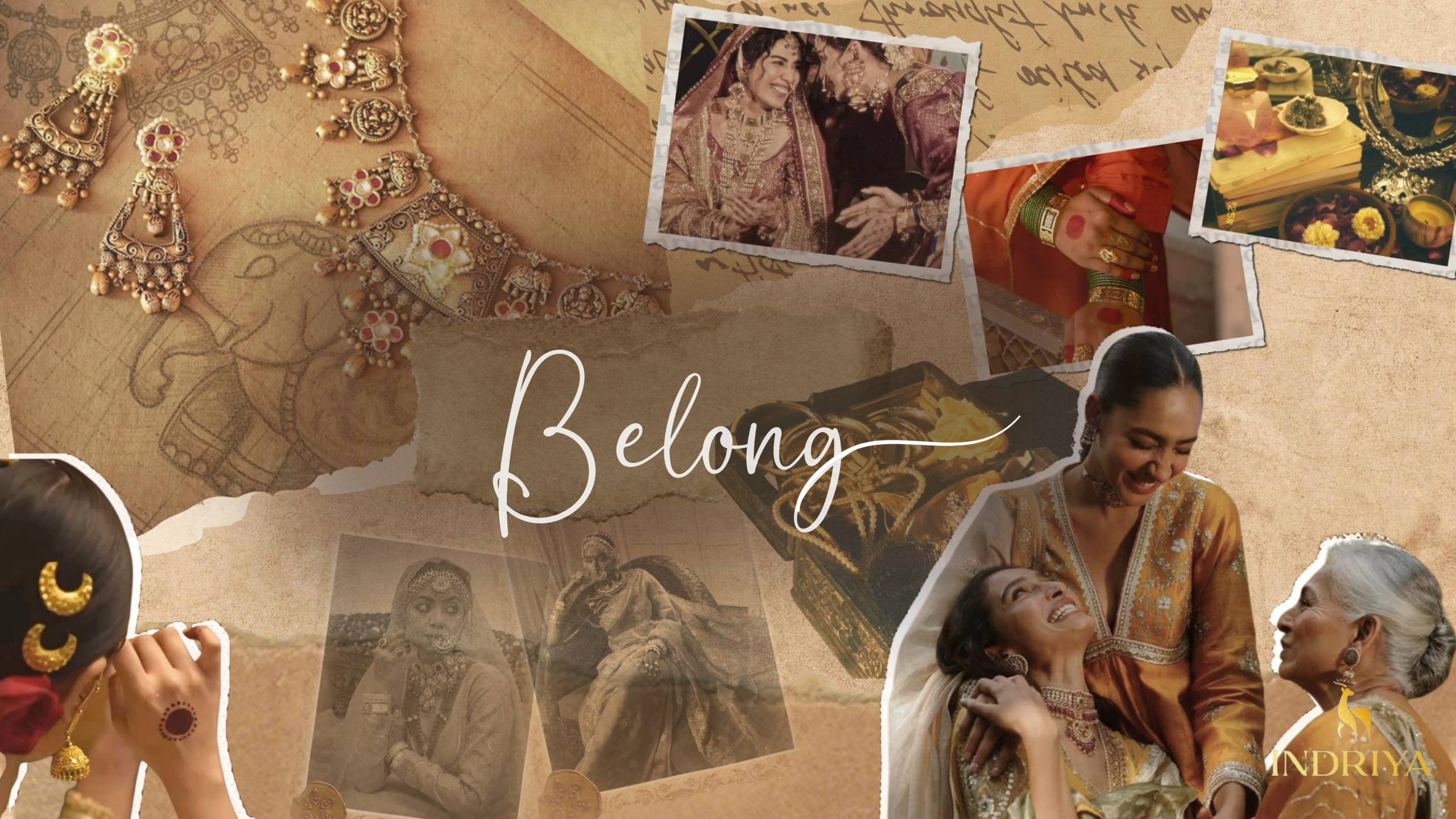


# Belong



# Belong

*A tale of remembrance and reinvention*

*Belong* is an invitation to rediscover the quiet magic of heirloom jewelry—the kind once tucked away in your mother’s or grandmother’s box of treasures. Over time, their shine may have faded, but their stories remain. Through *Belong*, you are asked to bring those stories back to life—to restore their sparkle and meaning for a new generation.

At its heart, *Belong* is about transforming a cherished heirloom into a contemporary bridal jewel. It is a celebration of cultural roots and regional heritage, reimagined with sensitivity and adaptability for today’s bride or groom.

Participants must step into the heart of the bride or groom—feel the warmth of lineage, the longing to carry a piece of home into forever. Design not just for the wearer, but as the wearer—for whom this jewel is a promise, a memory and a part of who they are.



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# Way ahead

- **Rediscover Family Pieces:** Explore your family's jewellery collections to find pieces that resonate with you. If a personal heirloom isn't available, participants may choose a culturally significant piece from their city or region—one that embodies local tradition and identity.
- **Retrieve forgotten techniques and materials :** Blend traditional and forgotten craftsmanship /materials with contemporary design, techniques/ materials.
- Female participants will design as the bride, male participants as the groom—each crafting one statement jewel that carries the soul of an heirloom and the emotion of a new beginning.



# Creative Direction

- *Preserve, don't erase*  
Respect the original motifs, filigree, engraving, or any forgotten/ extinct raw materials like Basra, ivory etc. Wherever possible, integrate antique elements seamlessly into the new design
- *Modern reinvention*  
Use coloured gemstones ,brilliant-cut diamonds or open Polkis in lightweight settings with modular components (e.g., convertible chokers, detachable earrings) to bring a contemporary edge
- *Narrative layering*  
The design should tell a layered story: original heirloom + its transformation + the current wearer's journey. Marry minimalism and negative space with ornate antique details: clean, contemporary lines balancing heritage ornamentation
- *Tactile resonance*  
Preserve imperfections, patina, hand engraving—physical cues that evoke memory, touch, and emotional intimacy of the past.



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# Ideation Process

- **Research:** Dive deep into the details and stories of the heirloom jewel to find elements that inspire you.
- **Brainstorming:** Capture your thought process and how these elements shape your designs.
- **Inspiration:** Use mood boards to show how heirloom motifs, details, or stories inspire your design.

Elaborate how tradition is reimagined into one modern statement piece, rich with meaning and memory.

- **Form Translation Sketches:** Provide sketches that bring your ideas to life, illustrating their evolution.
- **Final Product Render:** Submit high-quality renders of your finished jewellery piece, showcasing your design with craftsmanship details.



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# Evaluation Criteria

- *Originality & Authenticity:*
  - How well the concept reflects the heirloom details and values while being relevant to today's modern environment.
- *Conceptual Development:*
  - Quality of the design process, including idea generation, form exploration, and interpretation of the theme.
- *Technical Precision & Final Designs:*
  - Final sketches, renderings, technical drawings, and 3D images must include detailed measurements, weight range, material specifications, and finishes.
  - High-quality presentation of the final design, showing clarity and craftsmanship.
- *Originality of Designs:*
  - All sketches, forms, and final designs must be original, with no copies or imitations of existing designs or brands.



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