



Gulbari

Project Exploration

Ria Surendra Nerurkar
Strategic Design Management

Agenda Overview



01 About Gulbari

02 Secondary research

03 Primary research

04 Brand definement

05 Growth plan

06 Concept to creation

07 Final learnings

About Gulbari

- Project Goal: Develop an artificial jewelry brand that is affordable, stylish, and aligned with modern consumer preferences.
- Design Focus: Emphasize sustainability, personalization, and strong digital marketing to build market presence.

The project aims to align with trends like minimalism, statement pieces, and eco-conscious design while ensuring affordability and accessibility for young and middle-income consumers. It focuses on building a distinct brand identity and leveraging social media, influencer marketing, and e-commerce for sales. The scope includes market research, competitor analysis, jewelry concept development with 2D/3D modeling, brand identity creation, business model formulation, and prototype development.





About the industry

Rapid Market Growth

The global imitation jewelry market, valued at USD 17.8 billion in 2023, is projected to reach USD 27.84 billion by 2030, driven by affordability, fashion trends, and growing e-commerce.

Target Demographic

Primarily caters to middle-class consumers aged 18–45, especially millennials and Gen Z, who prioritize aesthetics, affordability, and sustainability over investment value.

Key Buying Drivers

Affordability, trend-based and impulse purchasing, versatility, personalization, and ease of access strongly influence consumer decisions.

Brand Loyalty & Trust

Consumers gravitate toward brands known for quality, ethical practices, and reliable customer service, making reputation a key factor in purchasing.



About the industry

Customization Trends

There's rising demand for personalized jewelry with engraving, birthstones, and modular features, supported by easy-to-use online customization tools.

Sustainable Practices

Brands emphasize ethical sourcing, recycled materials, and transparency, aligning with the values of environmentally conscious buyers.

Digital Marketing & Platforms

Successful brands utilize Instagram, Facebook, Pinterest, and influencer marketing to engage audiences, along with strong, optimized websites and user-generated content.

E-commerce & Promotions

SEO, content marketing, email campaigns, and presence on marketplaces like Amazon and Etsy are vital for brand visibility and consumer engagement.

Secondary Research



Sustainability Matters

Middle-income women increasingly prefer brands emphasizing ethical sourcing, recycled materials, and eco-friendly practices, and are willing to pay a premium for them.

Affordability with Aesthetic Appeal

Consumers, especially millennials and Gen Z, seek premium-looking imitation jewelry that balances unique designs with affordability.

Power of Digital Influence

Instagram, TikTok, Pinterest, and influencer collaborations significantly drive purchasing decisions among younger demographics.

Secondary Research



Omnichannel Experience Wins

Brands combining online and offline experiences (e-commerce, pop-ups, boutiques) attract more customers than those focusing on a single platform.

Personalization is Key

Demand for customized jewelry (engraving, birthstones) is growing, and brands offering easy-to-use design tools see higher engagement.

Trend-Driven, Impulse Buying

Rapid fashion changes and lower price points lead to frequent, impulsive purchases influenced by seasonal promotions and social media.

Secondary Research



Rise of Inclusivity

Gender-neutral and unisex jewelry designs are becoming more popular, reflecting cultural shifts toward inclusivity.

Technology and Innovation

3D printing, CAD software, blockchain for ethical sourcing, and virtual try-ons are transforming product development, traceability, and customer experience.

Craftsmanship and Storytelling

Brands showcasing artisan stories, craftsmanship, and cultural influences (e.g., Kundan, pearls) build stronger emotional connections and perceived product quality.

Secondary Research



Seasonal and Cultural Demand

Wedding seasons and festivals drive higher demand for fusion styles blending traditional motifs with modern aesthetics.

Sustainability Certifications Build Trust

Certifications like RJC, KPCS, and alignment with UN SDGs enhance brand transparency, global competitiveness, and investor interest.

E-commerce Growth Beyond Metros

Virtual try-on features and optimized e-commerce platforms are increasing imitation jewelry adoption in Tier 2 and Tier 3 cities.



Primary Research

Target Audience

The primary audience is young women aged 15–25, followed by 25–35; 90% of respondents are women.

Buying Behavior

Jewelry is purchased both for special occasions and everyday wear; impulse buying is common (63.4%).

Influence of Social Media

Instagram and Pinterest heavily influence purchases (77.7%), highlighting the power of visual platforms.





Primary Research

Design Priorities

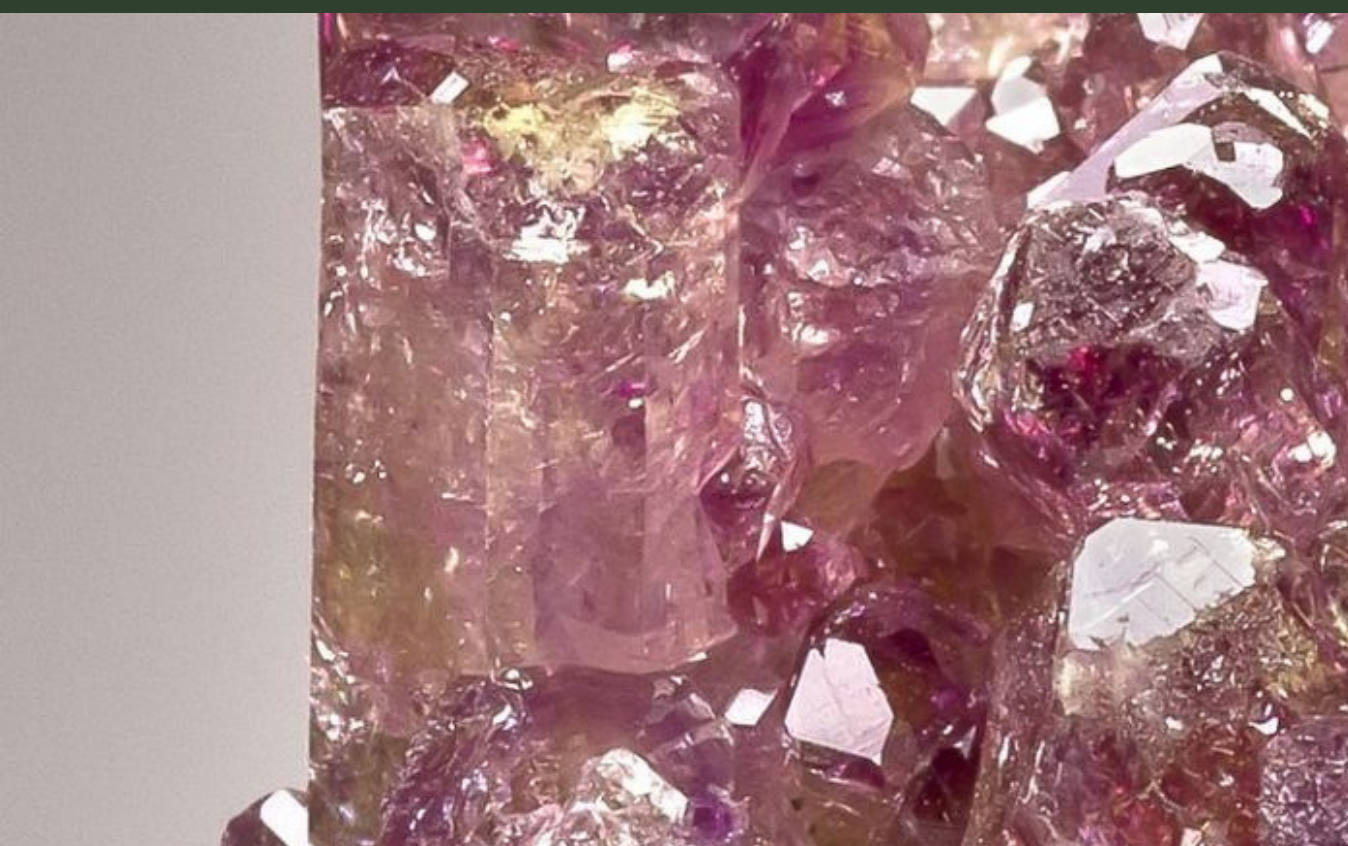
Unique and attractive designs are the top buying factor, followed by affordability; aesthetics drive spontaneous purchases.

Customization Preferences

More than half have purchased customized jewelry; uniqueness in design matters most, followed by material choice.

Eco-Consciousness:

Over half are willing to pay more for eco-friendly, recycled materials; ethical labor practices and supporting artisans are valued.





Primary Research

Jewelry Style Preferences

Fusion styles are most popular (55.4%), with a strong leaning toward minimalistic jewelry (62.5%) for everyday wear.

Collection Strategy

Successful collections must balance statement and wearable pieces, with storytelling and material flexibility shaping designs.

Sustainability Reality

While interest in sustainability is rising, practicality often leads to conventional material choices, especially for special occasions.





Primary Research

Market and Trend Insights

Silver, mixed metals, and alternative materials are trending; customers value adaptability, uniqueness, and narrative over fast fashion.

Operational Practices

Strict quality checks, flexible shipping options, and customization services (bulk-focused) are key operational pillars.

Industry Challenges

Price sensitivity, mass production preference, skilled labor shortages, market saturation, and funding hurdles are major obstacles.





Brand definement

Gulbari blends India's rich artistic traditions with a fresh, modern minimalism, using bold colors and delicate designs to create jewelry that feels both timeless and contemporary. Its core is a celebration of cultural pride, expressed through colorful gemstones, Swarovski crystals, and thoughtful craftsmanship.

The brand voice is poetic, romantic, and confident—inviting individuality, self-expression, and elegance. Gulbari captures a dreamlike yet glamorous spirit, encouraging women to embrace color, pride in heritage, and self-love through jewelry that feels deeply personal and meaningful.



Brand definement

Gulbari's branding strategy builds a strong, recognizable presence by merging vibrant, color-forward designs with minimalist aesthetics. Through curated visual storytelling—using pastel palettes, floral elements, and gemstone details—it positions itself as a leader in India's vibrant minimal jewelry space, inspiring confidence and emotional connection with a modern, global audience.



Sustainability is seamlessly woven into Gulbari's identity, with a strong focus on eco-conscious materials like recycled metals and biodegradable packaging. Ethical production, artisan collaborations, and behind-the-scenes storytelling reinforce the brand's values of responsibility and authenticity.

Modd board



BRAND COLORS

Color Palette

93476D

A2C8CB

F8F3ED

03140C

2E404A

DEBC63

Logo Variations



Brand definement

Gulbari

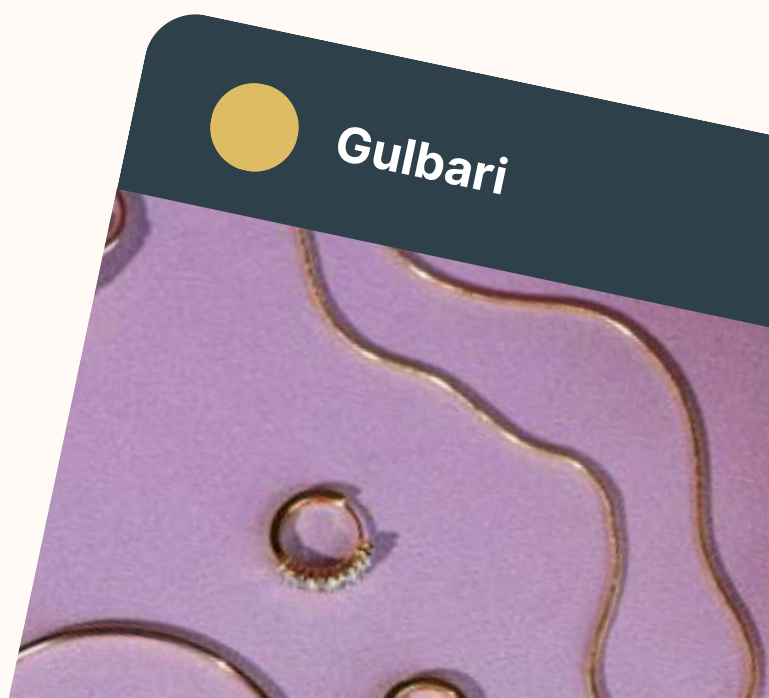
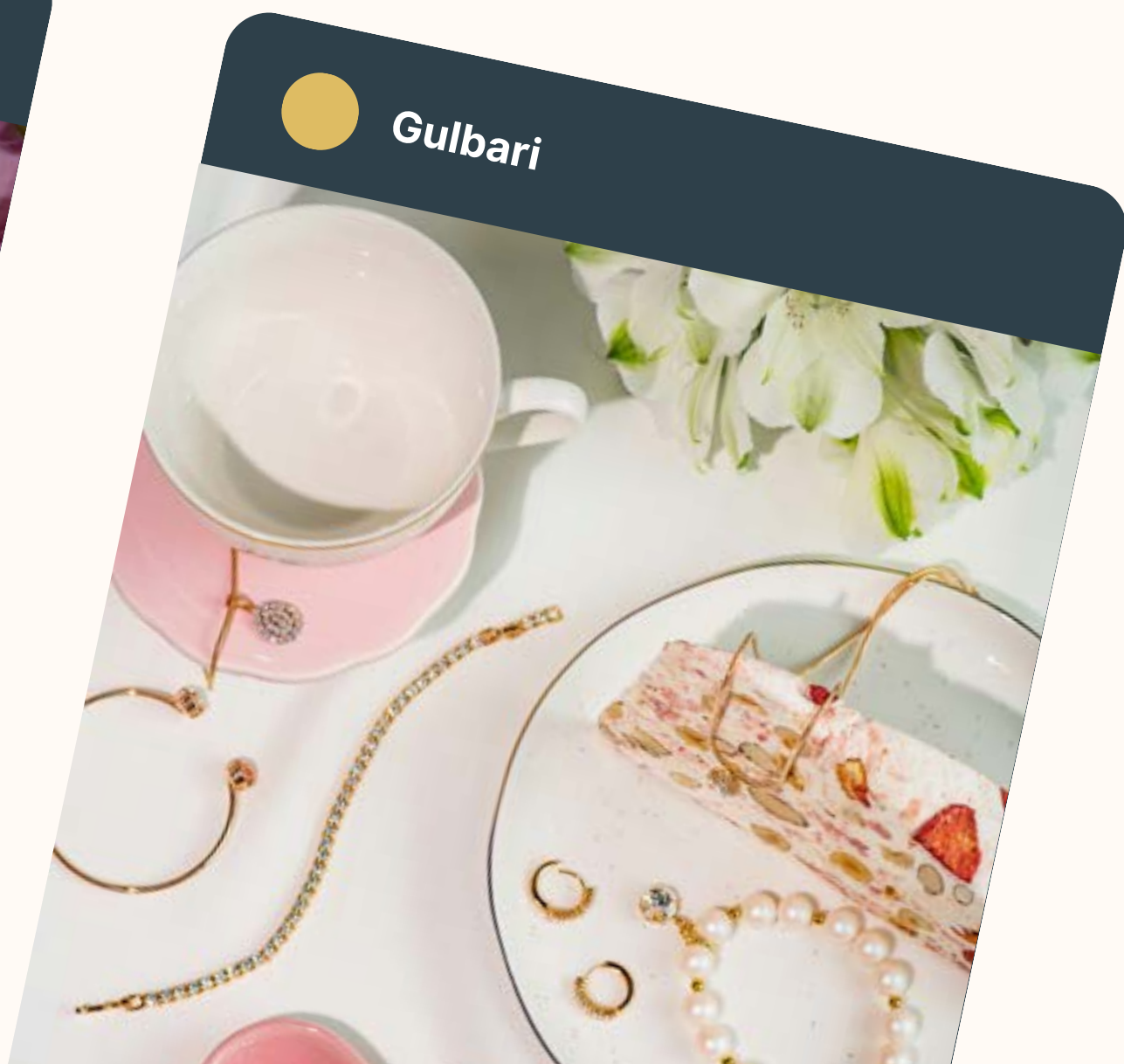
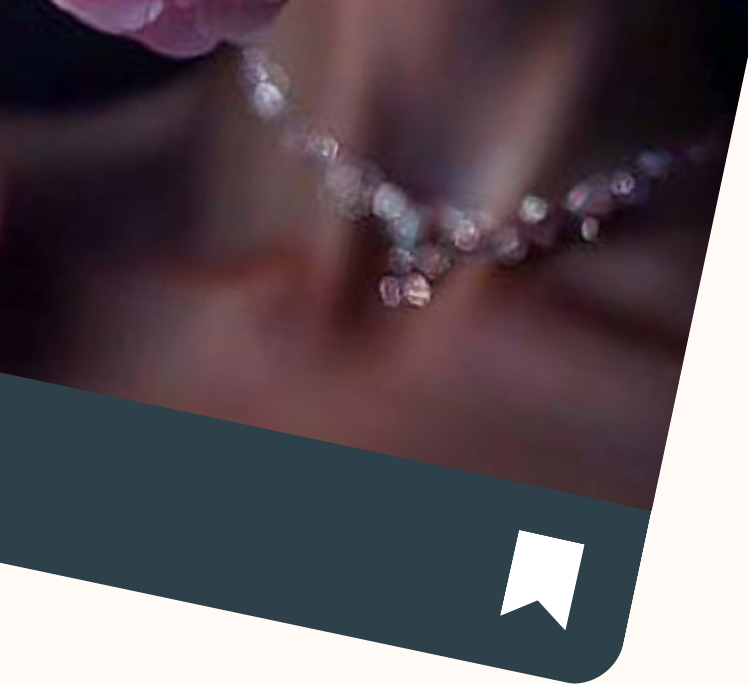


Gulbari

Brand definement

PACKAGING





The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partnerships  • Swarovski and other crystal suppliers • Jewelry artisans & manufacturers • E-commerce platforms (Amazon, Flipkart, Nykaa Fashion) • Influencers & fashion bloggers	Key Activities  • Product design & development • Digital marketing & influencer campaigns • Manufacturing & quality control • Customer service & logistics Key Resources  • Unique jewelry designs • Strong brand identity and marketing assets • E-commerce website and technology infrastructure • Artisan partnerships and supply chain network	Value Propositions  • Affordable luxury with high-quality imitation jewelry • Fusion of vibrant, Swarovski crystal-embellished designs with minimalism • Sustainability through recycled metals, eco-friendly packaging, and ethical production • Personalized and customizable jewelry options for self-expression	Customer Relationships  • Personalized shopping experiences via WhatsApp and social media • Loyalty programs and exclusive member benefits • Influencer-led styling tips and jewelry guides Channels  • Direct-to-consumer website (gulbari.com) • E-commerce marketplaces (Myntra, Amazon, Nykaa Fashion, Ajio Luxe) • Instagram, Pinterest, and WhatsApp commerce	Customer Segments  • Fashion-forward millennials and Gen Z (18-35 years) • Working professionals seeking everyday elegance • Wedding shoppers looking for statement alternatives • Sustainability-conscious consumers • Social media-driven buyers influenced by trends
Cost Structure  • Manufacturing and inventory • Digital marketing, paid ads, and influencer collaborations • E-commerce website development and maintenance • Logistics, warehousing, and fulfillment • Operational expenses and customer service			Revenue Streams  • DTC website sales (60%) • E-commerce marketplace sales (25%) • Offline pop-ups and exhibitions (10%) • Custom orders and personalized jewelry (5%)	



Turn ideas into revenue with
Strategyzer's innovation programs

Copyright Strategyzer AG
The makers of Business Model Generation and Strategyzer



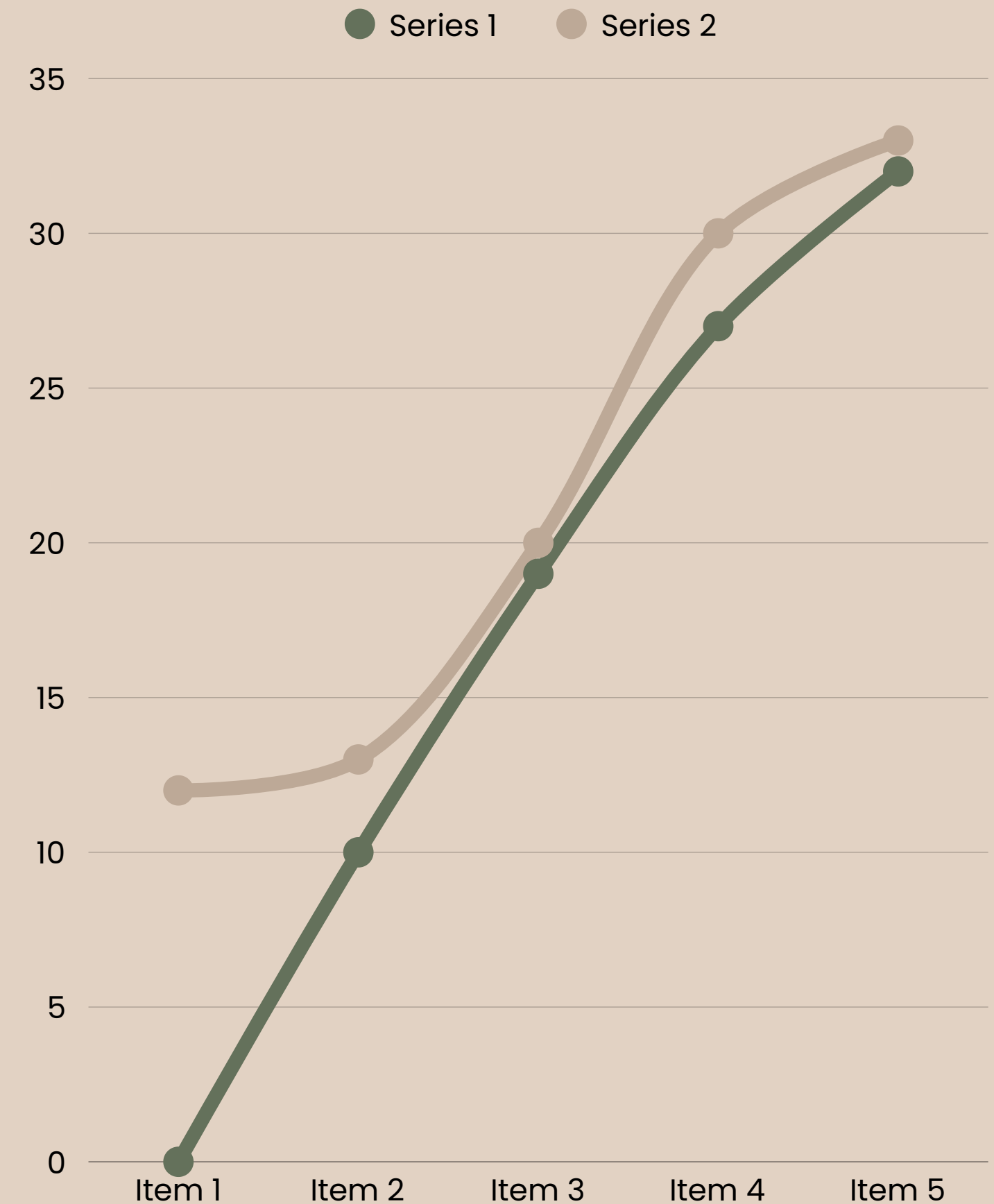
This work is licensed under the Creative Commons Attribution-ShareAlike 4.0 International License.
To view a copy of this license, visit <http://creativecommons.org/licenses/by-sa/4.0/>
or send a letter to Creative Commons, PO Box 1888, Mountain View, CA 94039, USA.

 **Strategyzer**
strategyzer.com/innovation

Growth plan

1. Smart Customer Acquisition and Cost Control

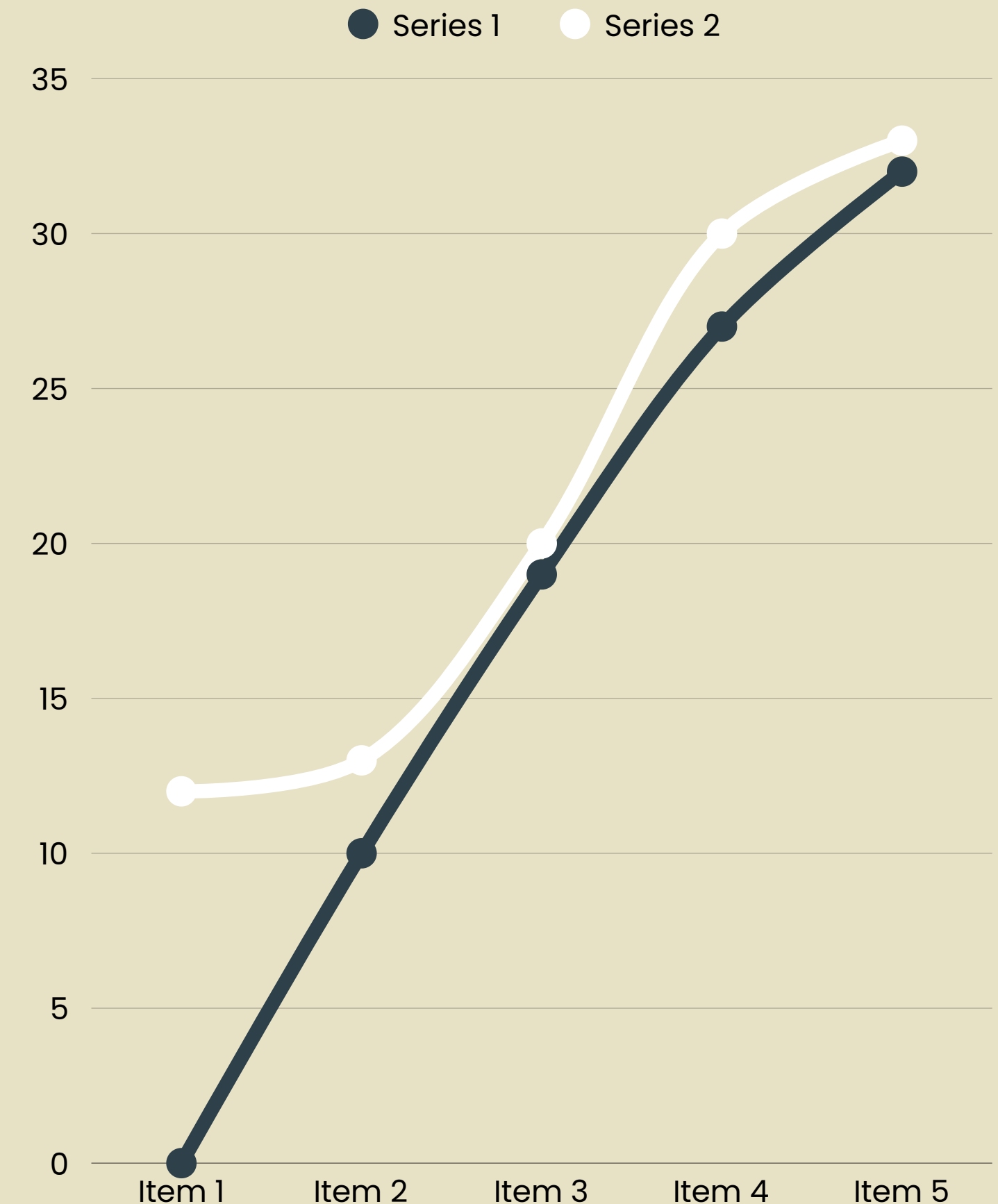
- Achieve a CAC of ₹700 through a ₹7 lakh marketing budget targeting 10,000 new customers.
- Focus on cost-effective strategies like influencer marketing, retargeting, referrals, and user-generated content to lower CAC over time.
- Ensure early profitability by maintaining a high Average Order Value (AOV) of ₹2,500+, recovering CAC within the first purchase.



Growth plan

2. Multi-Channel Revenue Growth Strategy

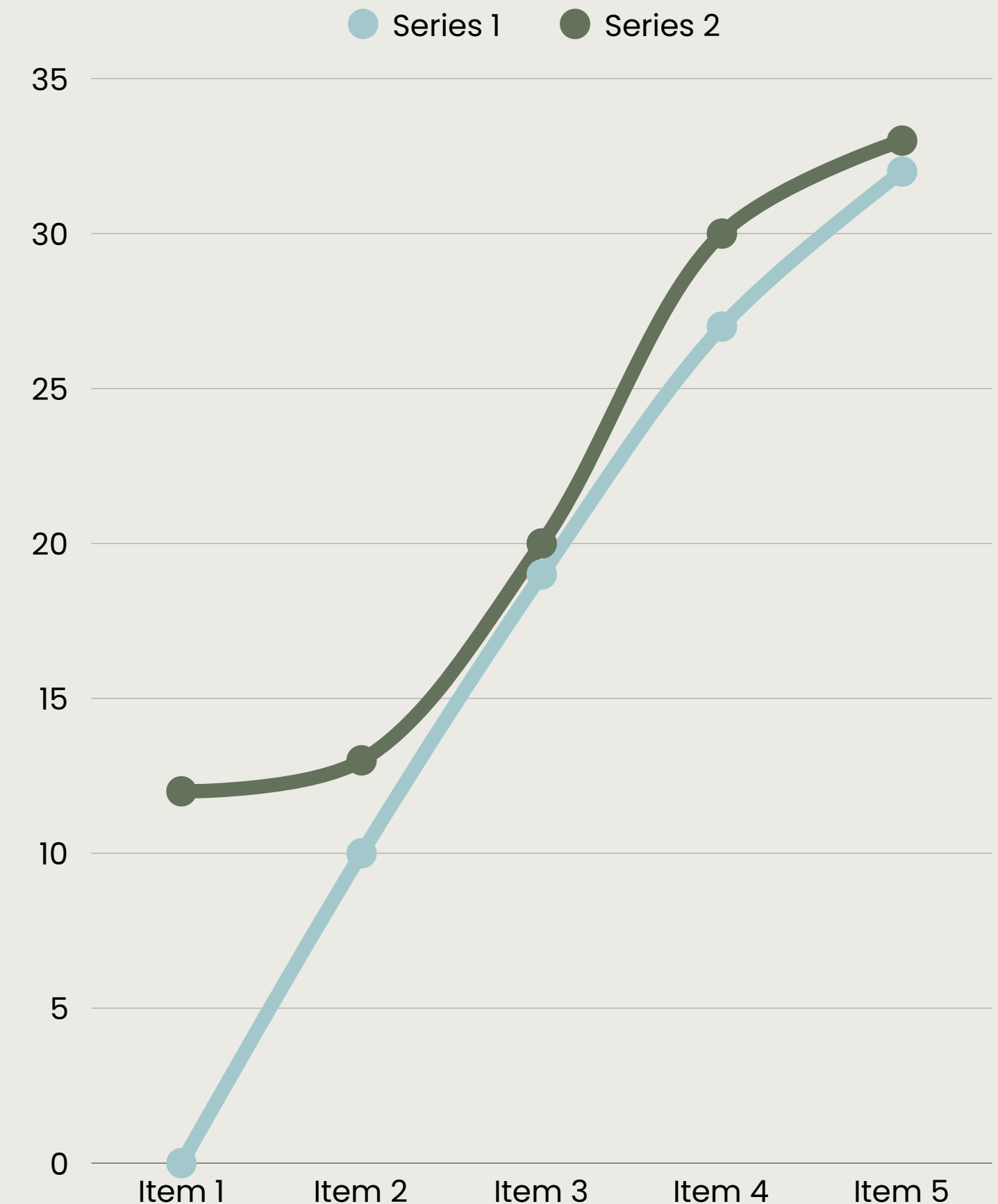
- Drive sales through DTC website (60%), marketplaces like Myntra and Amazon (25%), offline pop-ups (10%), and custom jewelry (5%).
- Scale through SEO, paid ads, seasonal promotions, expanded pop-up events, and WhatsApp + Instagram commerce.
- Aim to grow revenue from ₹1.5 Cr in Year 1 to ₹3.5 Cr in Year 2, while optimizing CAC and boosting repeat purchases.



Growth plan

3. Phased Brand Growth and Market Leadership

- Phase 1 (0–6 months): Build brand identity, launch capsule collections, establish digital presence, and generate ₹10–15 lakh revenue.
- Phase 2 (6–18 months): Expand collections, launch ambassador programs, enter marketplaces, and target ₹30–50 lakh revenue.
- Phase 3 (18–36 months): Establish Gulbari as a category leader, invest in tech (3D try-ons, personalization), open flagship experiences, and reach ₹1 Cr+ revenue with 20% EBITDA.





Concept to creation

Two natural phenomena—dew, which symbolizes fragility and transience, and dahlia, a bloom of drama, complexity, and chromatic intensity—are the inspiration for the collection's name. One is quiet, the other is vivacious, and together they symbolize a visual and emotional duality.

Color served as the narrative's substance rather than as an ornament. Every tone was chosen for its aesthetic qualities as well as its potential to express ideas, evoke feelings, and alter the viewer's perception depending on the situation.

1. Intuitive Inspiration Gathering

The process began with a quiet search for emotion and beauty—gathering imagery from Pinterest that sparked curiosity: floral forms, celestial hues, misty light. This phase was deeply personal and instinctive, laying the emotional foundation for each design.



Moonberry



2. Crafting the Moodboard

Collected inspirations were distilled into moodboards—visual narratives of color, light, and texture. These moodboards served as emotional anchors, shaping the tone of each design and evoking moods like wonder, elegance, or whimsy.



Pearly dewdrops



3. Concept Sketching

With visual references close, initial sketches took form in pencil—loose and exploratory. Designs evolved through several drafts, where every curve, space, and setting was refined to strike a balance between delicate minimalism and bold impact.



Bluebell



4. Adding Color and Emotion

Color rendering breathed life into the sketches. Using soft gradients and carefully chosen tones, this stage transformed drawings into emotional blueprints—communicating the envisioned materials and the mood of the piece.



Petalspell



5. Technical Translation through CAD Collaboration

The colored renders were passed to a CAD designer, who translated the art into precise 3D digital models. Through detailed feedback and collaboration, each element—from prong height to symmetry—was adjusted for physical feasibility while preserving artistic integrity.



Serenade



6. Final Creation through CAM & Craftsmanship

The finalized CAD files moved to CAM, where the pieces were cast using wax printing and crafted in 925 silver. Each stone was hand-set with care, transforming digital dreams into tangible, poetic jewelry—ready to be worn and cherished.



Roselight



Prototypes





Moonberry

The Moonberry ring from the Dew and Dahlia collection captures the quiet, dreamlike beauty of the moon. Crafted in sterling silver and adorned with lilac-hued American diamonds, it glows with a soft, ethereal light, echoing moonlight slipping through mist. With its delicate, shifting tones and gentle shimmer, Moonberry embodies quiet radiance and timeless romance — a piece made for those who believe true beauty reveals itself in subtle glimmers.



Bluebell

The Bluebell earrings are a delicate tribute to luck, grace, and natural beauty. Crafted in sterling silver and set with aquamarine-hued American diamonds, each earring blooms into a soft four-leaf clover shape, symbolizing rare fortune and quiet elegance. Their icy blue sparkle evokes the calm of a spring sky, while the pavé-set studs add a gentle shimmer, like sunlight dancing on morning dew. Bluebell is a wearable charm — a reminder of beauty found in unexpected, fleeting moments.



Roselight

The Roselight bracelet captures the fleeting beauty of spring with a dreamy, aquamarine-hued blossom set against a sleek silver band. Inspired by the delicate sakura flower, this piece reimagines its soft elegance in luminous blue, evoking the serenity of a moonlit sky. A cluster of shimmering American diamonds at the bloom's center adds a quiet, dewy glow, lighting up with every movement. Roselight is a timeless ode to renewal, grace, and the quiet strength found in nature's most delicate moments.



Pearly dewdrops

The Dewdrops necklace is a delicate tribute to fleeting beauty, featuring round, aquamarine-hued American diamonds that glisten like morning dew suspended on a fine silver chain. Each gem is placed with an elegant, natural asymmetry, echoing raindrops resting on petals just before they fall. Light dances across the soft, crystalline surfaces, creating a quiet, dreamlike shimmer with every movement. Poetic and intimate, this necklace captures the tender magic of a dewdrop at dawn — a fleeting, beautiful moment, worn close to the heart.

Final learnings

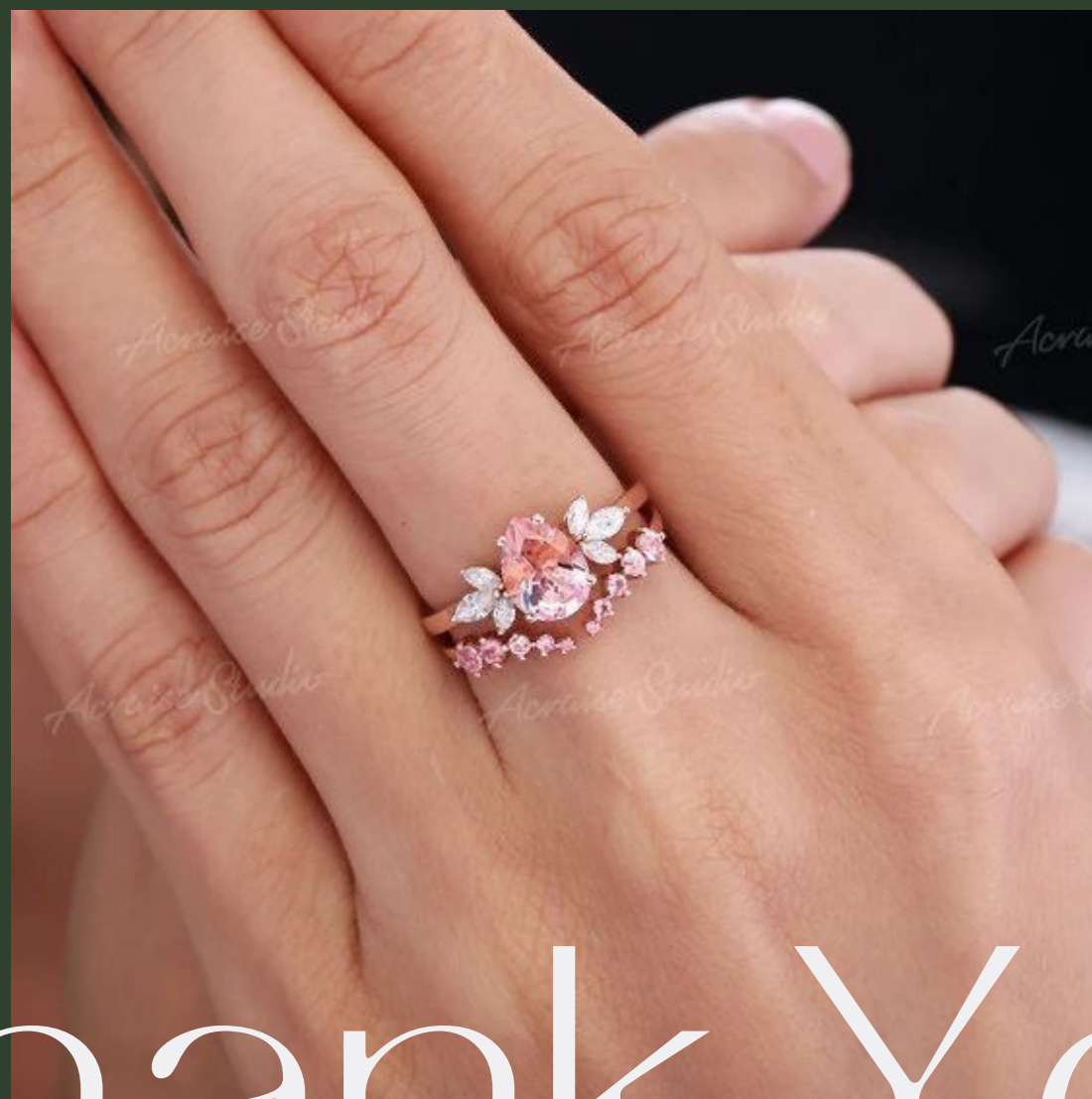
This project gave me a complete view of building a jewelry brand, teaching me to balance creativity with strategy. I learned how emotional storytelling, digital engagement, and market awareness shape a brand's success. Through studying craftsmanship, consumer behavior, and business planning, I developed both as a designer and a brand thinker, gaining the skills to turn ideas into tangible, market-ready products.



Final learnings

Beyond creating a collection, this project reimagines Indian heritage for modern audiences through Gulbari. By blending sustainability, emotional branding, and thoughtful design, it elevates imitation jewelry into something aspirational. It sets a new direction for designers to create work that is culturally rich, environmentally mindful, and emotionally resonant.





Thank You