

GRADUATION PROJECT REPORT

BATCH 2013-2017

OUTHOUSE JEWELLERY

DRISHTI BHANDARI

Under the supervision

Faculty Guide

Mr. Anupam Rana

Centre Co-ordinator & Associate Professor

DEPARTMENT OF FASHION AND LIFESTYLE ACCESSORIES
NATIONAL INSTITUTE OF FASHION TECHNOLOGY, GANDHINAGAR

CERTIFICATE

This is to certify that Ms. Drishti Bhandari is a bonafide student of National Institute Of Fashion Technology and that she has completed the Final Graduation Project and has been conferred the professional graduation for successfully fulfilling the academic requirements and accomplishing the professional tasks entrusted by the industry sponsor.

JURY MEMBERS

NAME	COMPANY	SIGNATURE
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

REMARKS

CENTER CO-ORDINATOR - ACCESSORY DESIGN DEPARTMENT
NATIONAL INSTITUTE OF FASHION TECHNOLOGY



OUTHOUSE
C/O **BARON CYBERTECH PVT. LTD.**
E-mail : outhouse@outhouse.co.in, accounts@outhouse.co.in

April 14, 2017

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Drishti Bhandari has successfully completed her internship at **OUTHOUSE JEWELLERY** in the Design department under the guidance of Ms. Kaabia Grewal and Ms. Sasha Grewal - **Managing Directors**, at our Noida Office.

The duration of this internship was for a period of 20 weeks from December 1, 2016 - April 22, 2017.

Her performance was good during the internship.

We wish her all the best in his/her future endeavours.

For Baron Cybertech Private Limited

For BARON CYBERTECH PVT. LTD.

Kaabia Grewal
Director

Kaabia Grewal

Managing Director

BARON CYBERTECH PVT. LTD.
B-59, 2nd Floor, Sector-67



PROLOGUE

The last step to end the degree course successfully involves the amalgamation of theoretical and practical knowledge of the industry

The four year degree course of fashion and lifestyle accessories is designed to develop a comprehensive ability of macro level understanding of international markets changing trends within fashion scenario and micro level hands on learning about materials, technology, production, construction, finishes, design, principles, methodologies, design management and design communication in young professionals. The amalgamation of the theoretical knowledge with the practical understanding forms the last key step to ending the degree courses successfully. The final phase of this exhaustive learning period is 20 weeks graduation project with a firm which aims at testing a student of their knowledge gained in four years at NIFT. It also entitles a student to gain on personality traits such as patience, sincerity, time management, work efficiency and the willingness to learn constantly in a corporate environment.

The project being realistic, the sponsoring industry jointly develops specific design briefs with the students on which he/she works on during the project period. Based on this brief the student develops a minimum of two collections which are commercially viable by the end of the project.

Each student hence develops a capability towards taking the industry, studying the brand image, identifying consumer needs, analyzing market trends and developing products that are market oriented but integrated in a way to provide a wholesome experience to the consumer.

The project given to me empowered me at every step to understand my weakness and hone my design to the ultimate level of sale ability and aesthetics for a given consumer.

It gave me an insight on how a product should be designed understanding the consumer, what material is feasible depending on the usage and how the product will be developed.



SYNOPSIS

This project helped in understanding and enhancing the minute nuances of design which need to be worked through in order to create a product.

The 20 week Graduation Project is an extensive training program where students exit their design studio at college and work in the real design studios of the industry for a season so as to understand the course of a collection from concept and its refinement till its execution and transition into a product.

The essential element of a product involves identifying an industry in the segment of Fashion and Lifestyle Accessory in close association with Jewellery Industry. I got the opportunity of learning and working at Outhouse Jewellery.

This project helped me in enhancing my understanding towards designing, that it's not just about designing, but design with a solution to its problem. I also have learnt the role that a correct design process plays in the overall process and how the meticulous to and fro feedback process and research and development works that refines the design into magnificent jewel.

My designs are a combination of my individual design language and aesthetics and extensive learning at Outhouse Jewellery which helped me in enhancing design perspective and practicality.



ACKNOWLEDGEMENT

I would like to express my profound to the following people who made my graduation project a wholesome learning experience,

INDUSTRY

Ms. Kaabia Grewal , Managing Director of Outhouse Jewellery, and Ms. Sasha Grewal, Director of Outhouse Jewellery, for giving me all the encouragement and a patient ear to all the issues and resolving them.

A special thanks to Ms. Rashmil Dheer, Brand Manager , for her constant feedback, encouragement and support to improve my work and providing me with valuable advice and information to be better each time.

The entire design and merchandise team has been a constant support for me during my project, I am grateful to Ms. Sasha Grewal, for her timely help and patience in making me understand the technical details and parameters involved in making of each piece. Thankyou, Ms. Kaabia Grewal, Ms. Sasha Grewal, Mr. Gurmehar Grewal and Ms. Rashmil Dheer for your constant support.

I will also like to extend my thanks to the CAD, rendering , marketing, merchandising and production team for helping me in understand the work flow of the company and being supportive colleagues.

I feel proud to be associated with OUTHOUSE JEWELLERY.

INSTITUTE

I would like to thank my mentor and centre co-ordinator, Mr. Anupam Rana for guiding , encouraging , supporting and giving me valuable inputs.

Associate professors, Mr. Abhishek Sharma and Assistant professor Mr. Ranjeet Kumar for their guidance , encouragement and support.

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O U T H O U S E

Outhouse Jewellery is the brainchild of sisters Kaabia and Sasha Grewal & was established in 2011. Both sisters are students of fine jewellery design and manufacturing. While Sasha pursued designing jewellery for high street brands like Topshop and River Island after her degree, Kaabia pursued her interest in Gemology from GIA, New York and interned with jewellery design maverick Edie Borgo.

Both Sisters have varied sensibilities which is synonymous with Outhouse's aesthetic. Sasha loves experimenting with dramatic yet classy looks, while Kaabia would describe her personal style as more quirky and edgy.

Guided by their uniquely sophisticated but dramatic sensibility, Kaabia & Sasha; the sister duo behind Outhouse, combine unique elements with out of the box designs to create their bridge collections.

Outhouse thrives on constantly pushing the envelope of design, redefining how fashion jewellery is perceived and adorned; every piece aims to be a work of art and a conversation starter. The aim is to provide women around the globe a universe of high quality, hand finished, modern and contemporary jewellery at affordable prices.

Outhouse's core principal revolves around the balance between design and craftsmanship, where every creative expression honours age old artistry. Hand crafted in their studio, the jewellery is a culmination of technical prowess and undivided attention to detail that make Outhouse inimitable.



OUR FUTURE

§ To offer women across the world a Universe of high quality, hand finished, modern and contemporary jewellery with unmatched services in order to "create an unforgettable experience".

§ To always "push the envelope of design"

§ To position ourselves as the World's Best Bridge Jewelry House

We offer a distinctly electric mix of designs, which redefine the way fashion jewelry is looked at by constantly pushing the envelope of design, by constantly challenging what is accepted. Every single piece that is produced, aims to be a piece of Art, which carries within itself, not only a bit of culture and heritage of the world but also the soul that symbolizes the Outhouse Woman.



THE OUTHOUSE WOMAN

The Outhouse woman is always the center of attention; she is someone who is fearless and loves experimenting in order to stand out from the crowd.

- Modern, bold and confident
- Age: 18 to 45 yrs
- Well to do; less price sensitive
- May or may not be working
- Well dressed at all times and well aware of the current fashion scenario
- Active on social media and comfortable with technology
- Brand aware & conscious

MANUFACTURING & BACK END



Factory

1000sq.ft.

30 Employees

Processes: Casting, filing, buffing, polishing, stone setting, hand work & plating

Head Office & Studio

3000 sq.ft.

20 Employees

Manufacturing processes: Master making, hand work

Teams: Design team, merchandising, craftsmen, quality checking, accounting, barcoding, packaging, shipping

RETAILING & FRONT END



Delhi Flagship Store

250sq.ft.

4 Employees

Retail to customers

Bangalore Flagship Store

670sq.ft.

2 Employees

Retail to customers

DELHI



BANGALORE



MUMBAI





STOCKISTS

• DELHI

- Evoluzione
- Kitsch
- Ogaan
- Nimai
- TajHotels

ONLINE

- Pernia's Pop Up Shop
- AZAOnline
- CamaOnline

• MUMBAI

- Minerali
- BombayElectric
- Atosa
- TajHotels

• CHENNAI

- Evoluzione
- Amethyst

• CHANDIGARH

- Raya

• HYDERABAD

- Anahita



INTERNATIONAL STOCKISTS

PARAD, Russia

HARVEY NICHOLS, Riyadh

MOONRIVER, Singapore

DESOIR.COM, London



CATEGORIES



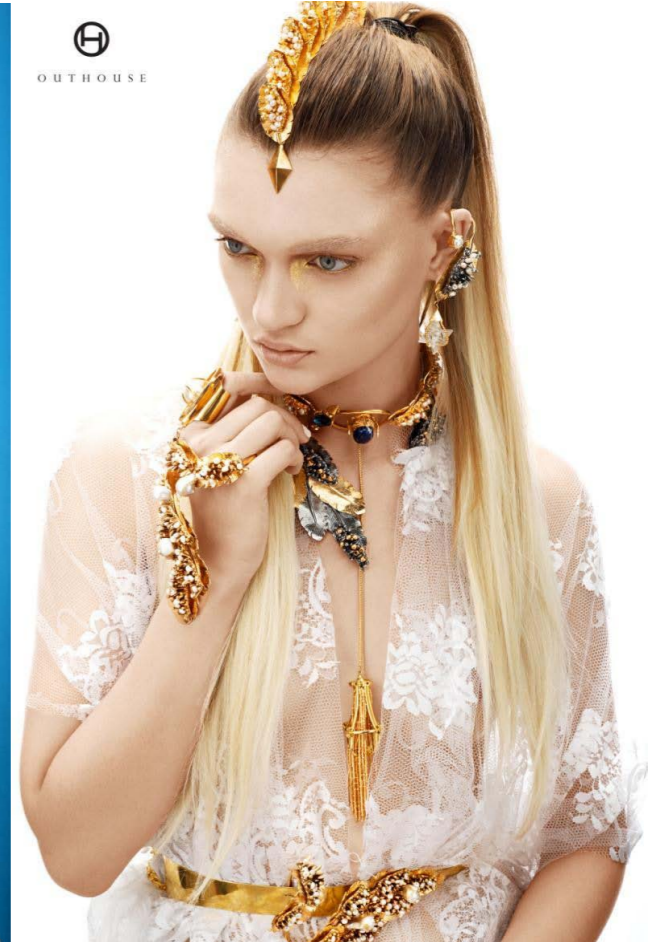
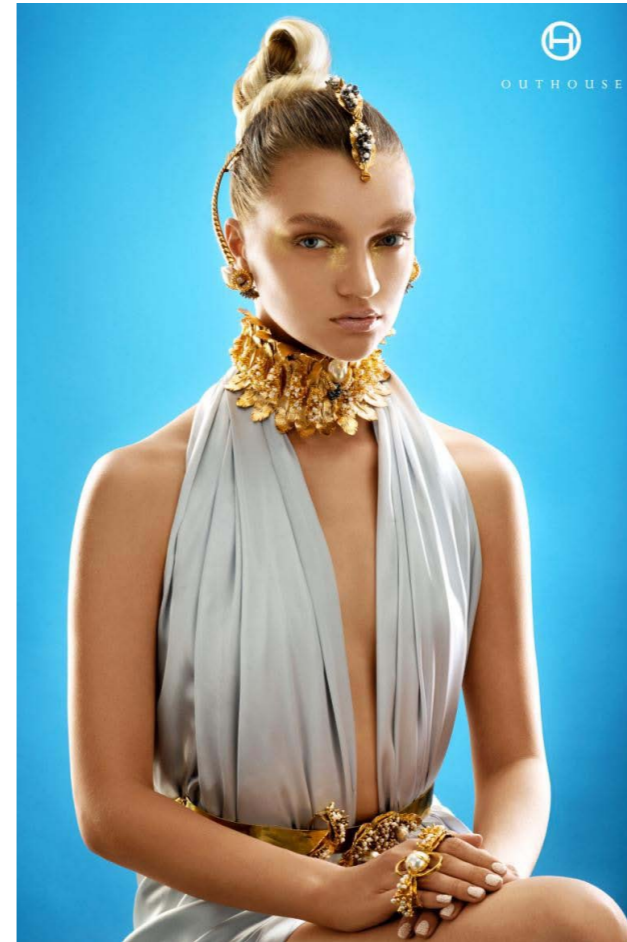
- Necklaces
- Earrings
- Bracelets
- Hand harnesses
- Rings
- Hair jewellery
- Nose rings
- Brooches
- Pins
- Collar Tips
- Collar Pins

OUTHOUSE COUTURE
OUTHOUSE INNOVATIONS

All jewellery is made using base metal, set in 18K gold (yellow, rose & pink)
All stones used are authentic Swarovski elements with a mix of semi precious stones and various types of pearls Lead & nickel free

Price range: AED 300 – AED 1400
Average Price Point: AED 600-AED 800

OH INNOVATIONS



COLLABORATIONS



Pernia's pop up shop
2013 & 2015



Malini Ramani



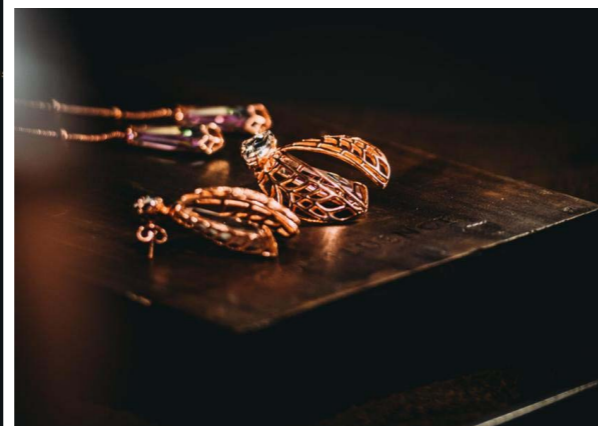
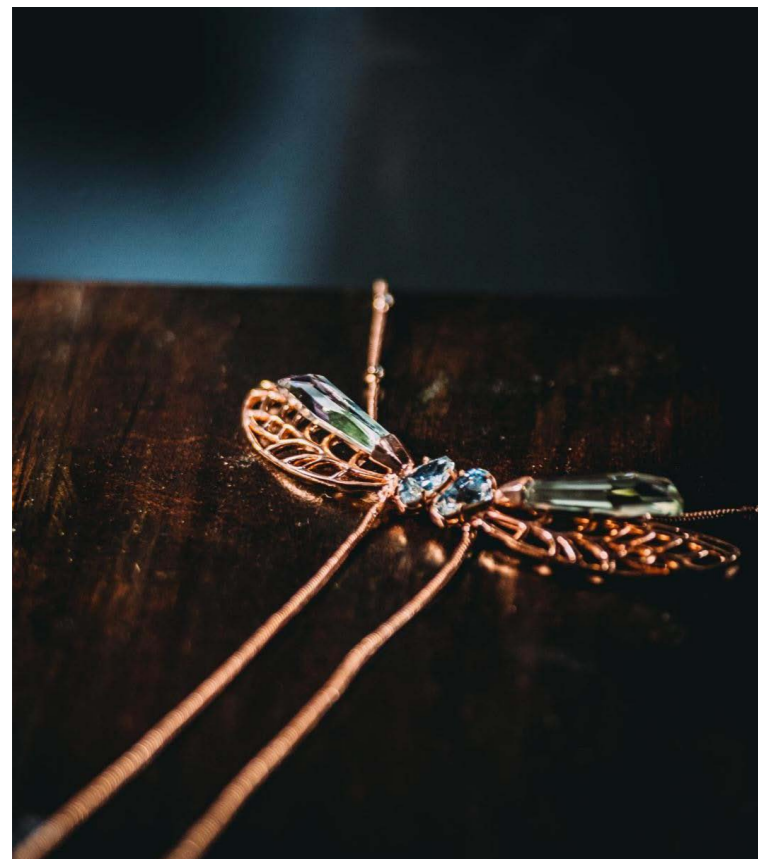
Tarun Tahiliani



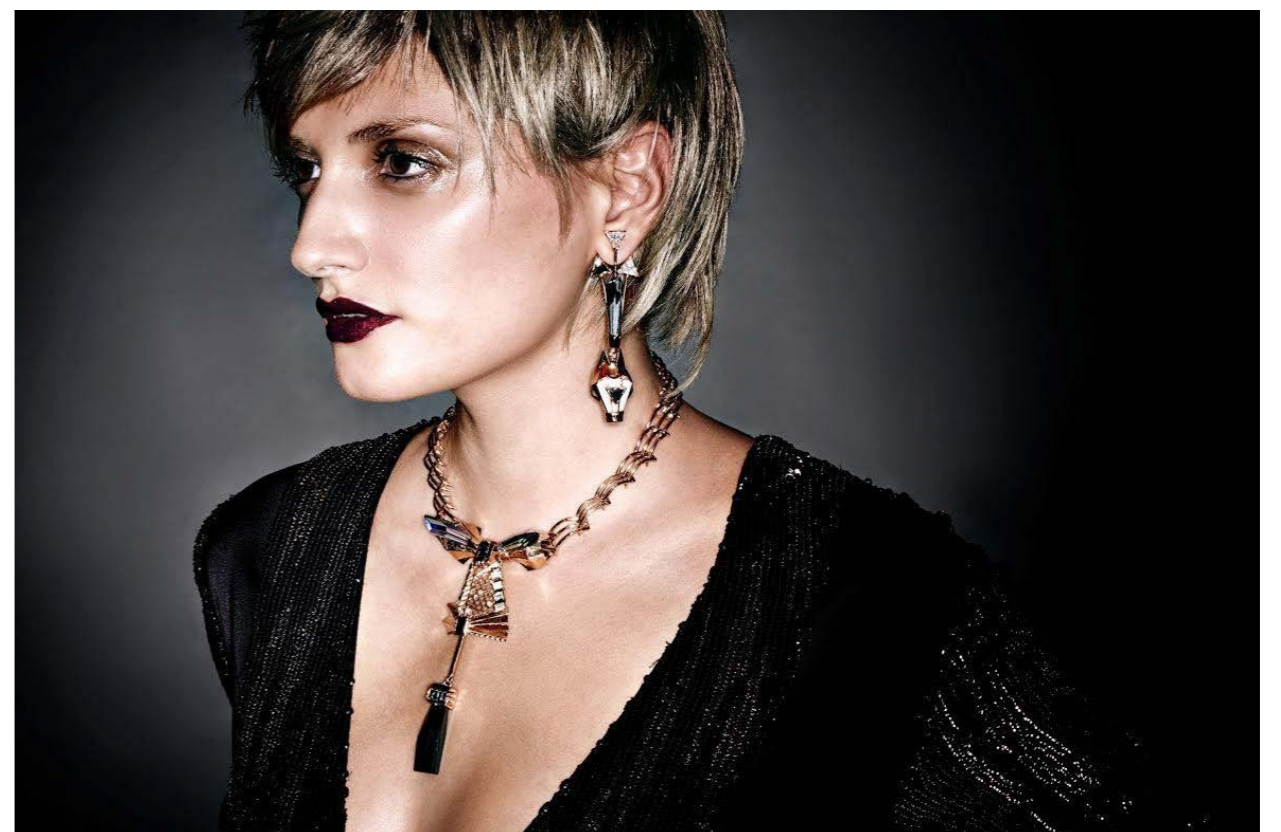
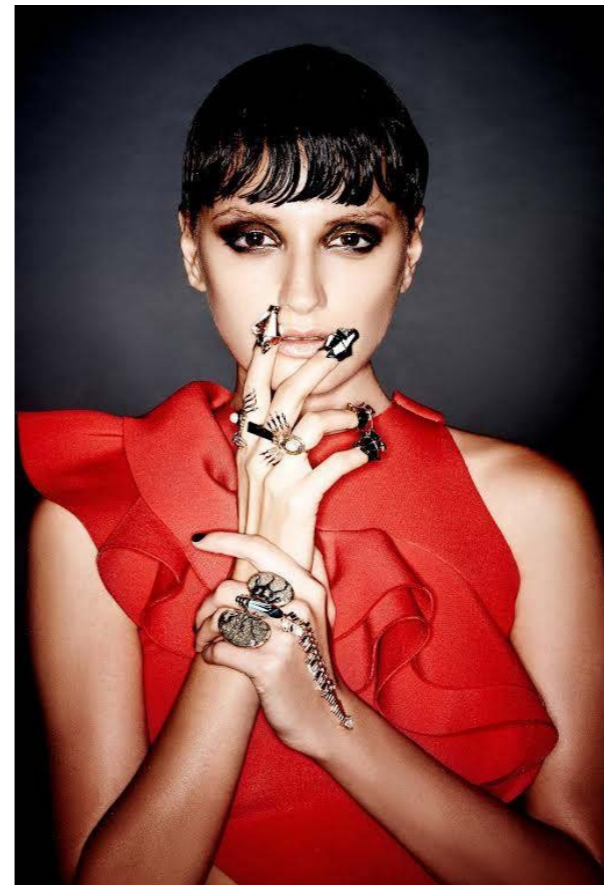
Gaurav Gupta

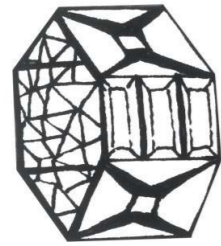


Sana Safinaz
2014 & 2016

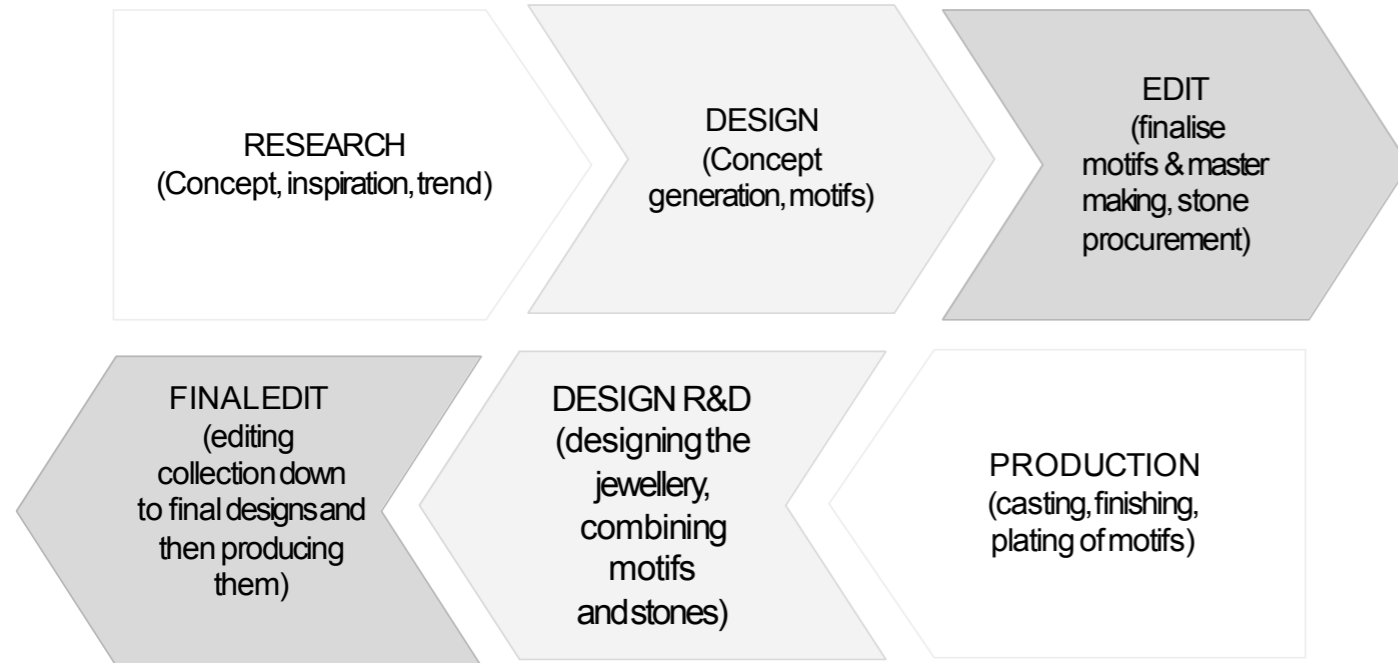


COLLECTIONS (ILLUSIONS)





DESIGN PROCESS



CRAFTSMANSHIP

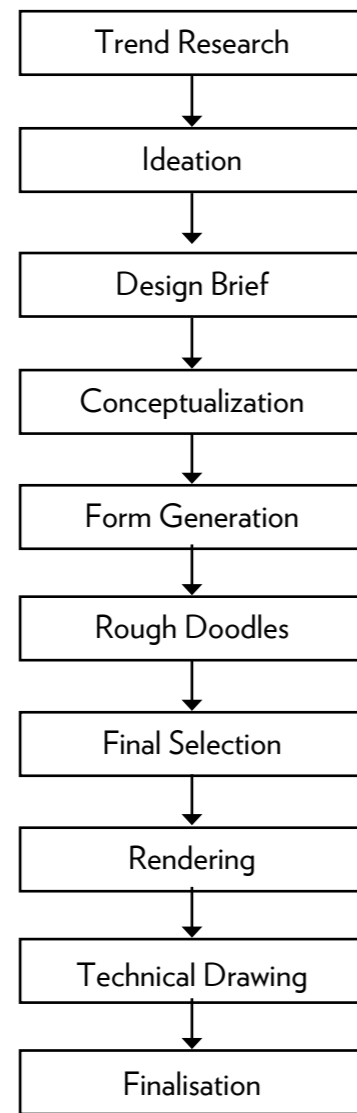
Hand crafted in our own studio, the jewellery is a culmination of technical prowess and undivided attention to detail that make Outhouse inimitable.

“The crafting of jewellery is a fine art in itself, where the finesse and ingenuity of the craftsman, as well as the fidelity to the craft play dominant roles. It’s about the minute details that you might not even notice at the first glance – it’s about the well kept secrets that make it classic.”

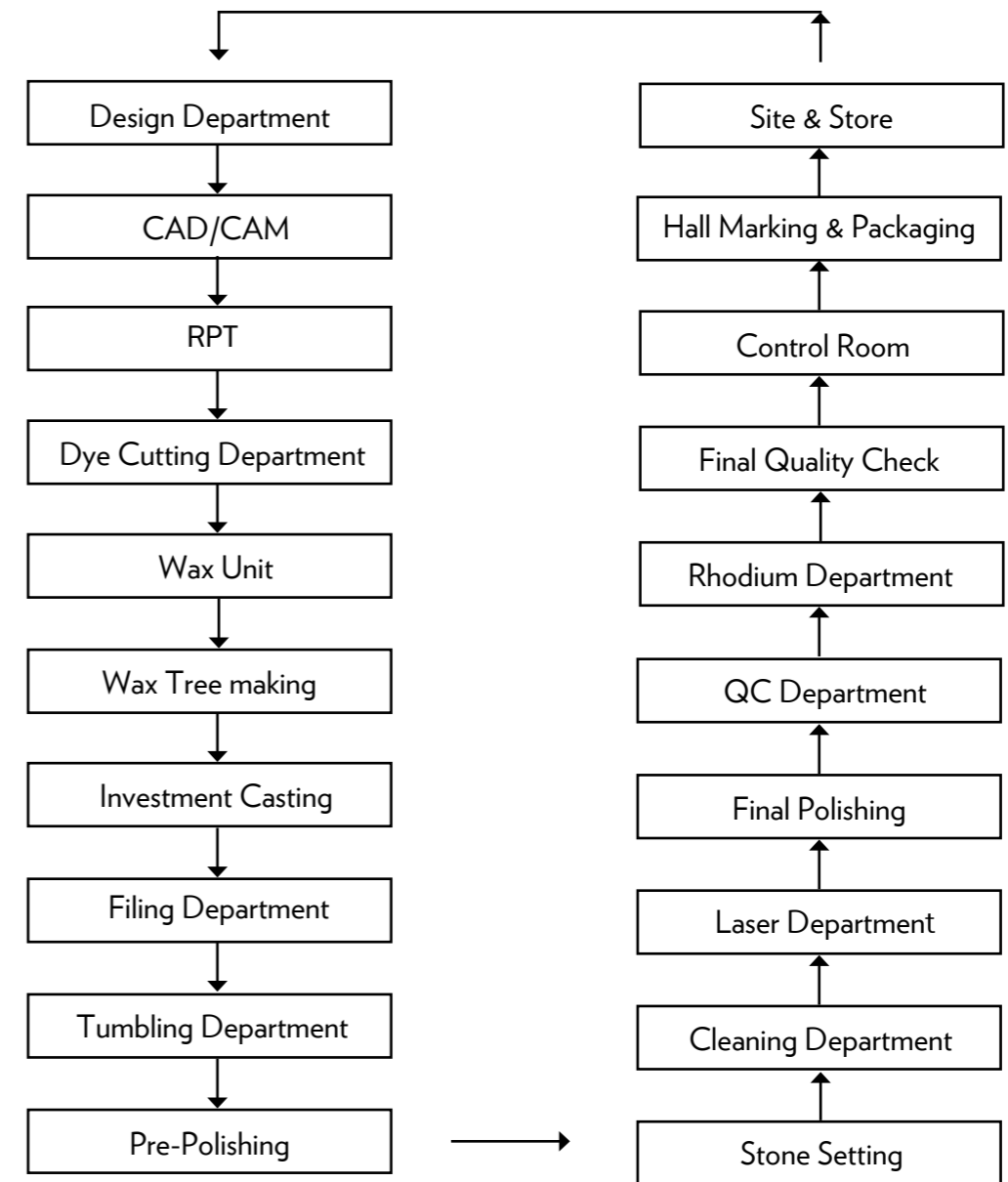
Every piece is cast, and skilfully hand finished till it’s polished to perfection, after which, it is plated with 22 carat gold, followed by lacquer which prevents it from any tarnishing or corrosion. Very special care is given to finishes to provide long- lasting comfort and flexibility to the wearer.



DESIGN PROCESS



PRODUCTION PROCESS CHART





O U T H O U S E

COLLECTION

1

I M A G O

SPRING SUMMER 2017

DESIGN PROCESS AND BRIEF

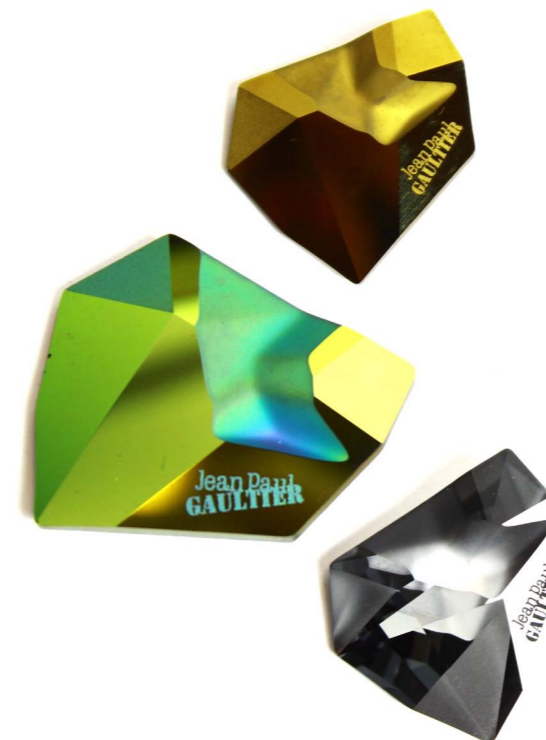
INSPIRATION :	SWALLOW TAIL BUTTERFLY
DESIGN CHARACTERISTIC :	Mysterical butterfly components and skeletal parts have been used throughout the collection combined with summery enamel colours which adds drama and fun to the jewellery.
PRODUCT CATEGORY :	Earrings , Necklaces , Rings Bracelets, Foot Harnesses
COLLECTION :	The IMAGO collection is based on the concept of metamorphosis of a butterfly. The transition it goes through
PRICE POINT :	INR 3,000 - INR40,000
OCCASION:	Day Wear and Party Wear
TARGET MARKET :	Women aged between 20-45 years
ABOUT THE CLIENT :	Elegant, Strongly likes the couture aesthetic in a contemporised look ,Classy, Outgoing ,Fashionable, Up to date with the latest trends and doesnt hesitate to experiment.

TECHNIQUES USED

ENAMELLING

•**Enamelling** : Enamel, is a material made by fusing powdered glass to a substrate by firing, usually between 750 and 850 °C (1,380 and 1,560 °F). The powder melts, flows, and then hardens to a smooth, durable vitreous coating on metal, or on glass or ceramics.

The IMAGO collection uses powder blue, coral, hush green, lime yellow and flamingo pink to add summer and fun feeling to the jewelley.



STONES USED

•**Maison Martin Margiela** : Swarovski teamed up with renowned Parisian couturier Maison Martin Margiela to create a future-icon of design inspired by primitive ice stalactites, the spectacular Crystalactite crystal.

What makes the Maison Martin Margiela Crystalactite for Swarovski totally unique is the fact that it is made using the pioneering Crystal Fusion technique. This is unprecedented, and the result is startlingly futuristic.

•**Jean Paul Gaultier** : An opus of composition and material, 'Reverse' by Jean Paul Gaultier for Atelier Swarovski is a collection of insinuation: continuity amidst paradox. Confronted with the perfection of raw Swarovski Crystal, Jean Paul Gaultier strove to render creations of 'imperfect beauty', resulting in his bespoke Kaputt crystal.

The crystal reinforces the ideal of imperfect perfection & asymmetry, in a stunning play of clear and frosted textures which added aesthetics synonymous to Outhouse's philosophy.

•**Blister Pearl** : A Blister Pearl is a pearl that developed attached to the Inside Of A Mollusk's Shell. They are often irregular in shape.

Blister Pearl holds the same properties as Mother of Pearl. It is protective and brings the gentle healing power of the sea. It is a stress relieving stone which helps relax and calm emotions, stimulates our intuition, imagination and adaptability. It helps balance emotions and eliminate fears.



Keeping up with our fascination with nature, OUTHOUSE introduces their latest collection titled 'Imago' which parallels the transformation that occurs in the metamorphosis from caterpillar to butterfly, with the change in psyche and growth in consciousness that takes place within a human being in his/her lifetime. We all are familiar with the story of how a caterpillar turns into a butterfly, but little do we realise that we are like that caterpillar, waiting patiently to transform into the best of our being (butterfly). We all go through different phases in life just like the caterpillar, until one day, when everything stops making sense and we enter into a state of withdrawing into our own little cocoon, away from the world. This phase is dark and often painful, no matter the cause (depression, anxiety, meaninglessness, etc.).

The cells inside a cocooned caterpillar are unaware of the beautiful future that awaits them – it is a small group of otherwise dormant cells called 'Imaginal' cells that see things differently and gather other cells to create this future, which is the butterfly. It is in this moment that our inner strength lights the way, in order to grow in self understanding and consciousness, to transform our souls into the beautiful butterfly that exists in our imagination–

An IMAGO of ourselves.
The incredible power to do this already exists inside us.

M A T E R I A L D E S C R I P T I O N

The collection aims to spread the message of inner strength through the narrative of the caterpillar's transformation into a butterfly. It focuses on showcasing this story through cocoon and butterfly motifs handcrafted in metal, experimenting with 22kt Rose Gold & gunmetal platings. The aesthetic is a play between exquisite Swarovski crystals like the Maison Martin Margiela crystalactite and Jean Paul Gaultier's Kaput crystal in scintillating colours of Vitrail light & Bermuda blue, supported by high quality fine CZ in black, yellow, blue, green, orange & pink. Coloured enamel brings the collection to life. Other enhancers include blister pearls & full pearls in iridescent purple, petrol blue, ivory & scarabeous green.



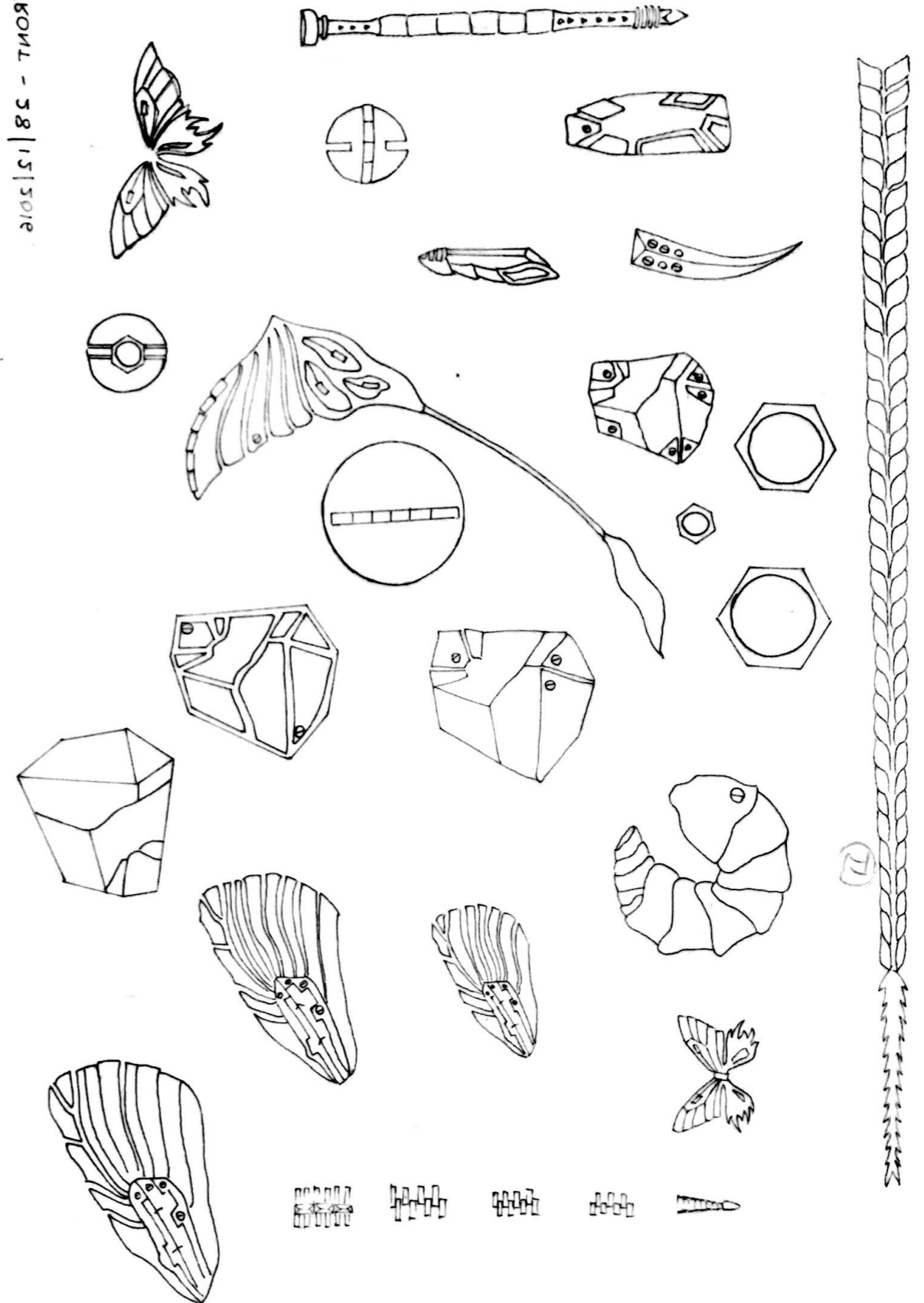
IMAGO



IMAGO

COMPONENTS

FRONT - 58 | 15 | 2016





LAKME FASHION WEEK

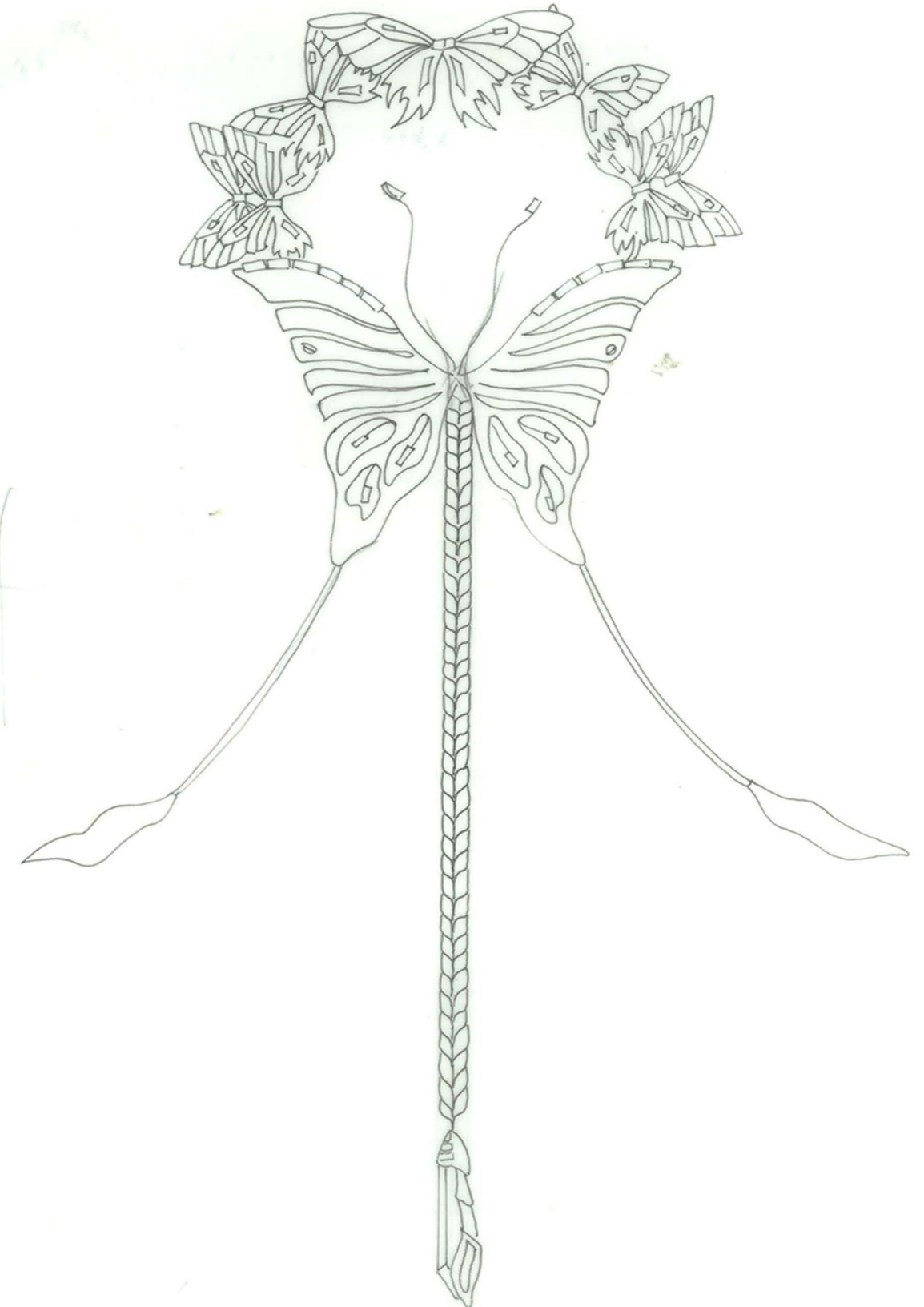
SPRING SUMMER 2017

EXPLORATIONS FOR IMAGO COUTURE

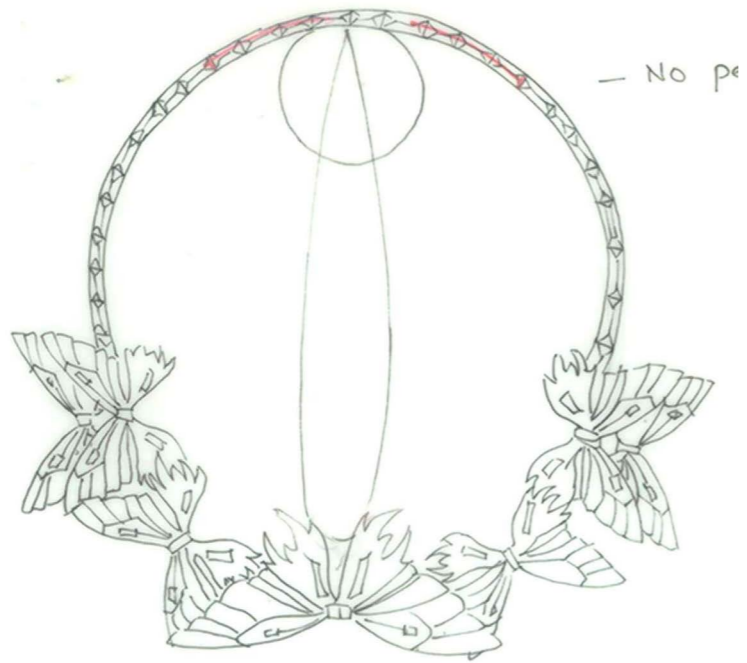


Five hoop earring set for the right ear with a baguette chain connecting both the ear articles and crossing over below the chin.
The left ear has a half-winged butterfly stud with an earring cuff, primarily with baguettes.

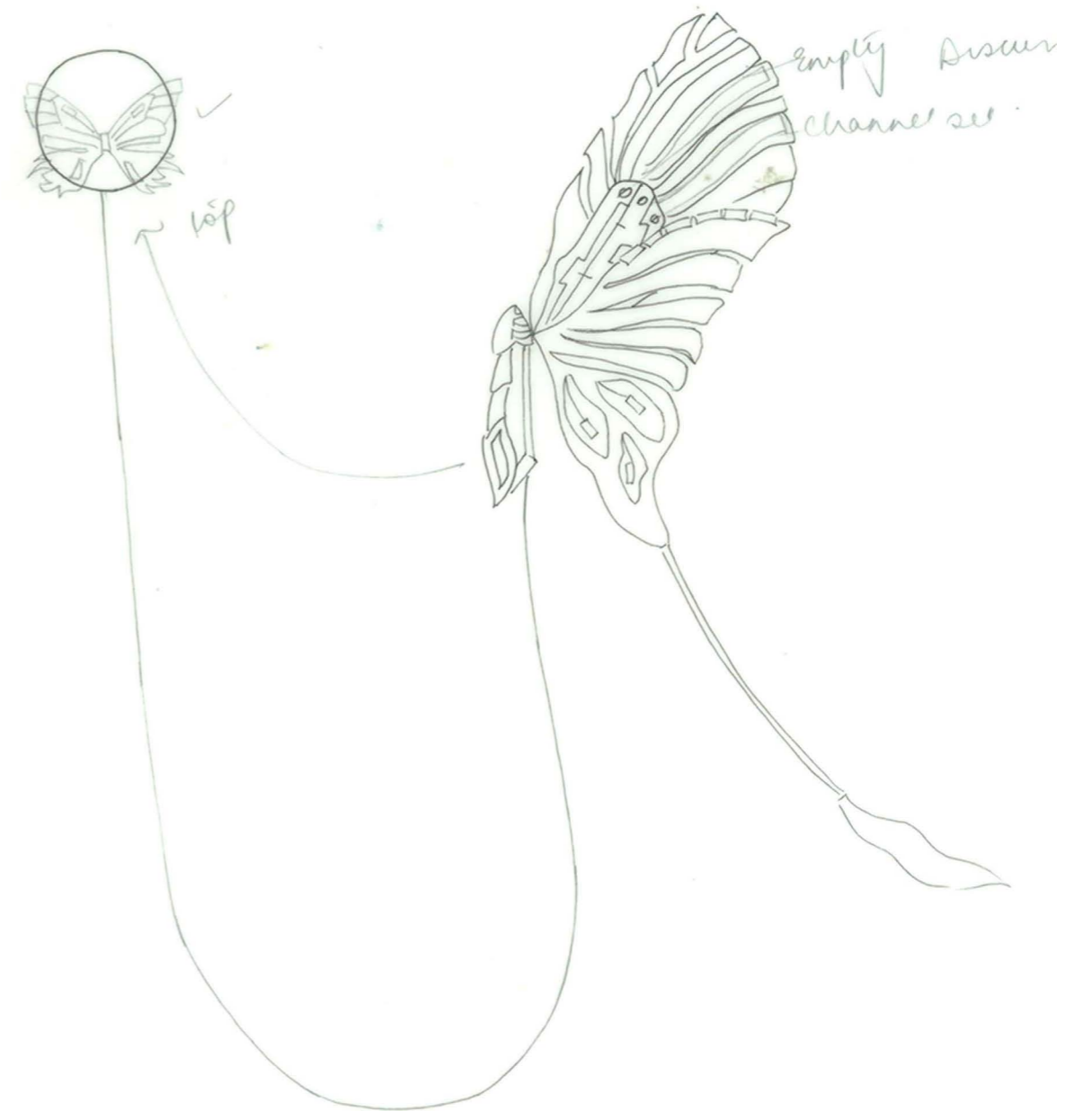
Side view of a chunky earring, with overlapping butterflies, baguettes and the thorax tail.
The tail reaches a little lower to the collar bone on the skin.



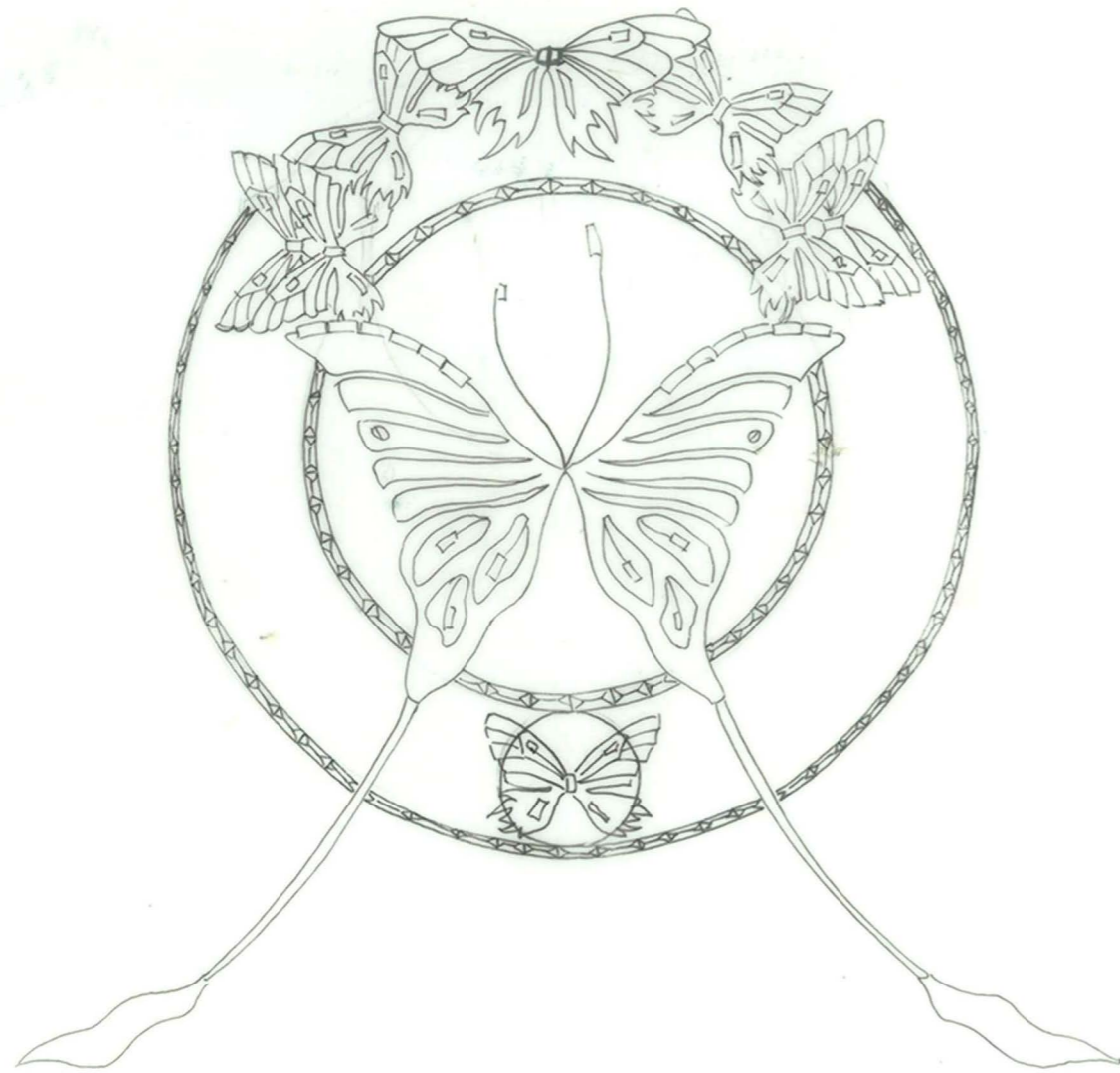
Earring, with chanel set baguettes in the form of a hoop.
Inverted overlapping butterflies, with an onyx in the middle.



Jali cut with the frame of the butterfly half wing and Maison Martin Margiela crystalactite and a metal cap. A thin metal chain is connected to the other ear top, which is a pearl and on top of it, flutter butterfly.

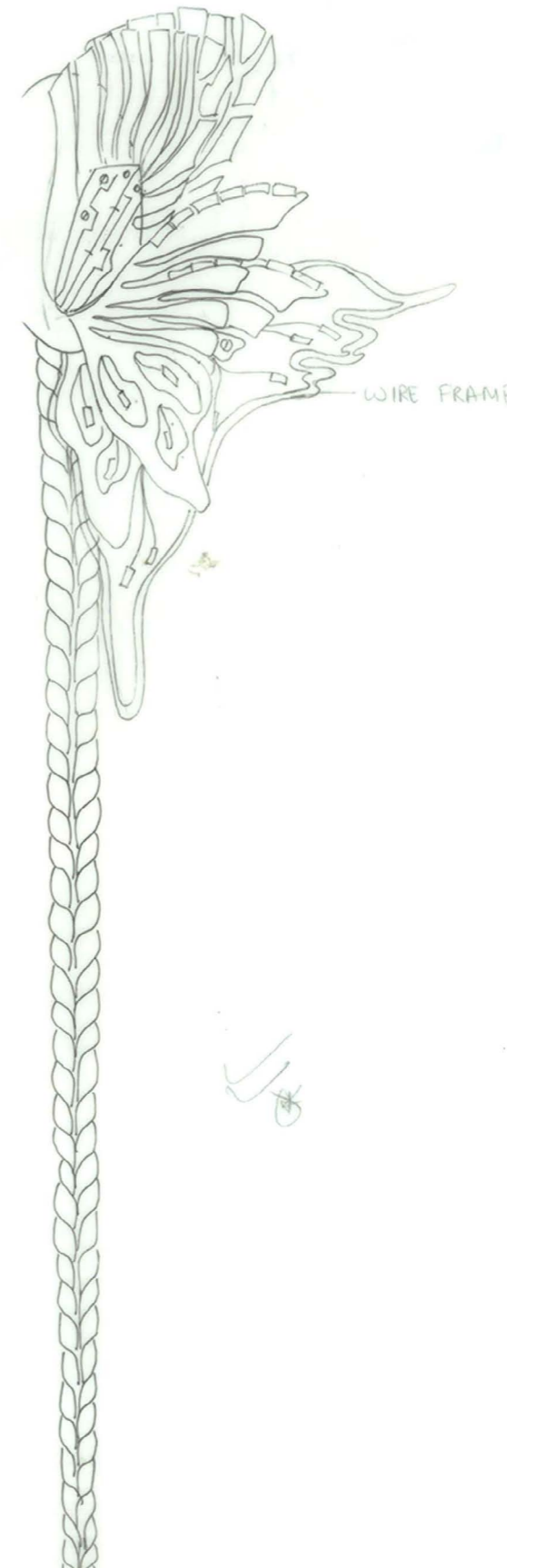


Side View of a earring, with overlapping butterflies, flexible. Two chanel set circular rounds with tails flying high and a pearl below with flutter butterfly.



Jali cut earrings, with mechanical and half wings with a thorax chain that starts with the right ear and then goes around the soulders and drops and the back of the left shoulder. And a butterfly stud for the left ear.

TAIL TO CROSS
OTHER SHOULDER

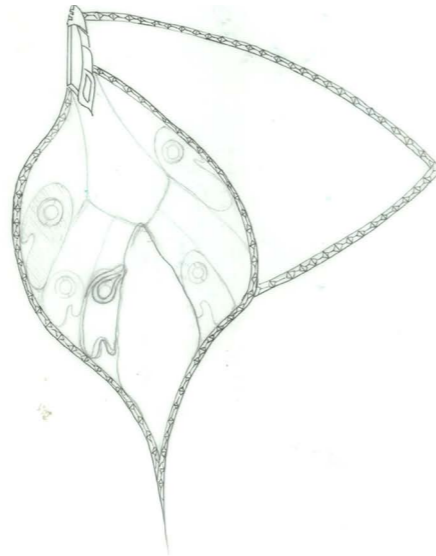
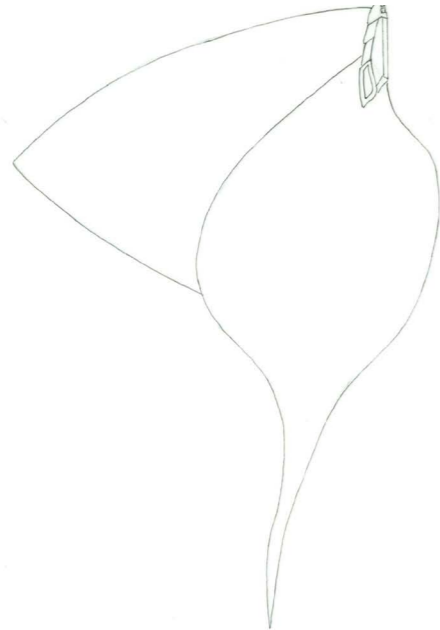
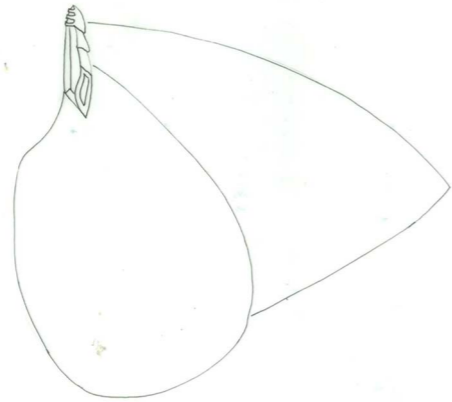


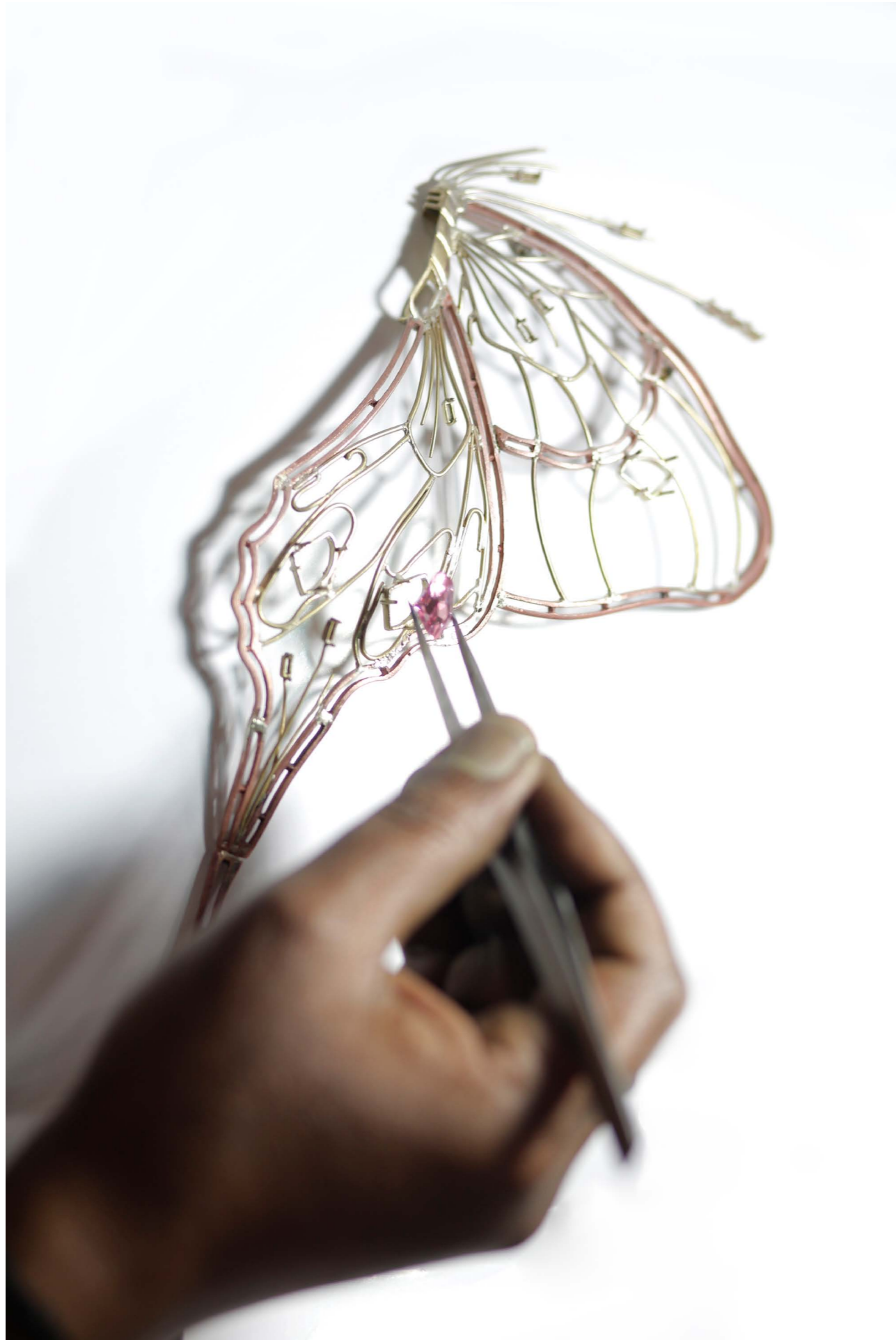
DESIGN 1



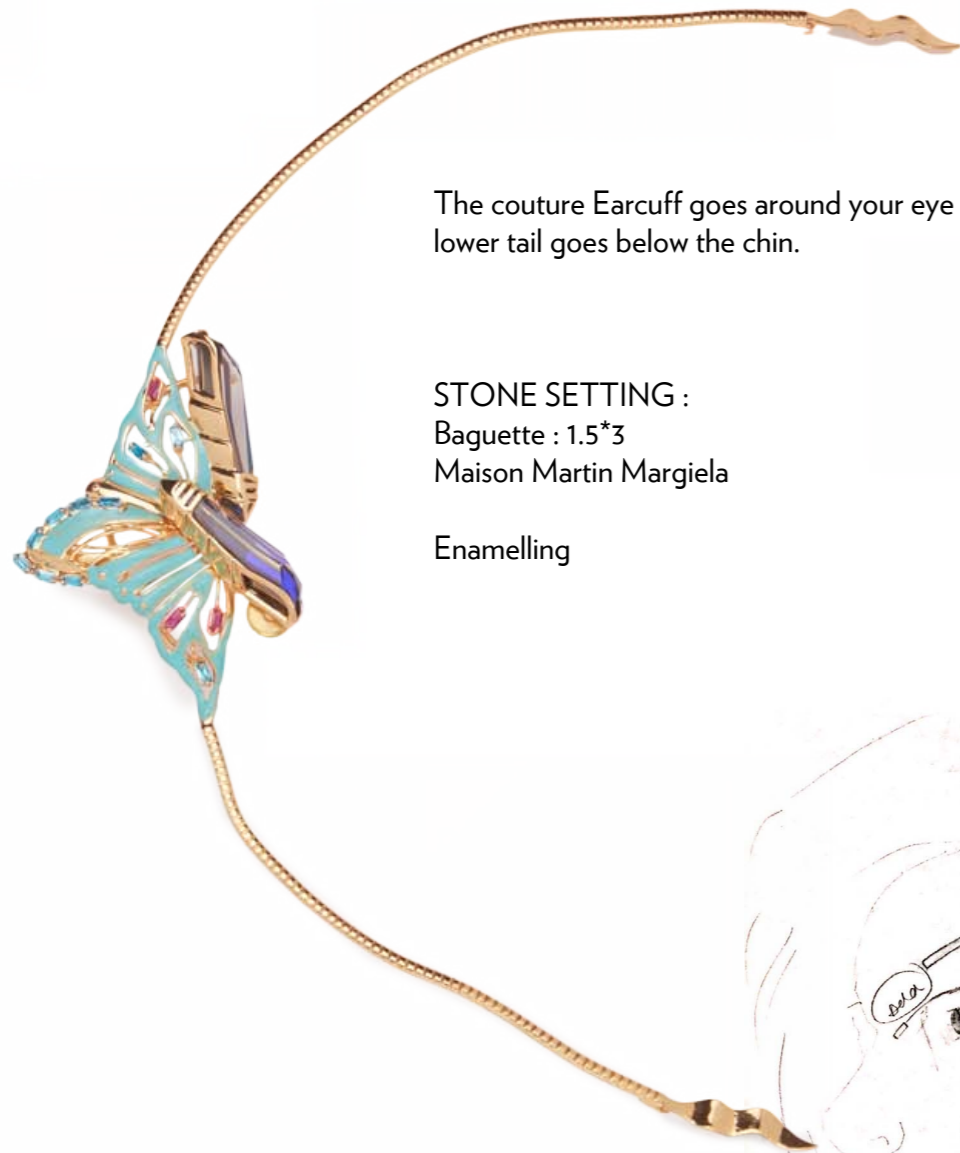
INSPIRATION :
The butterfly ears from the artsy image is the inspiration for the BIG COUTURE BROOCH.
The thin vein details on the wings, are used as a major component in the brooch.

Stones Used :
Baguette : 2*4 and 1.5*3 (Chanel Setting)
Galactic Stone
Maison Martin Margiela
Pearls : 1 mm





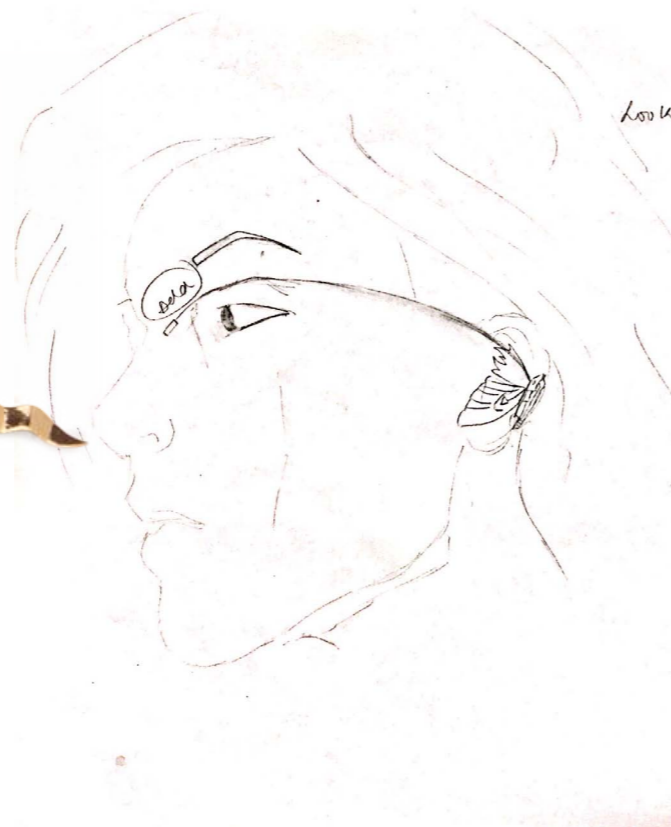
DESIGN 2



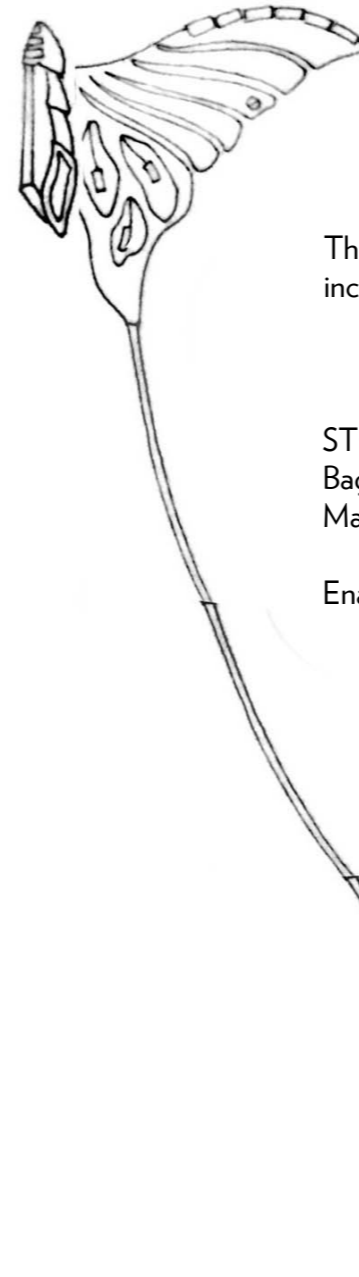
The couture Earcuff goes around your eye and lower tail goes below the chin.

STONE SETTING :
Baguette : 1.5*3
Maison Martin Margiela

Enamelling



DESIGN 3



The LONG BROOCH is a half wing with an incredibly long tail to add drama

STONE SETTING :
Baguette : 1.5*3
Maison Martin Margiela

Enamelling



DESIGN 4

TANGLES FOOT HARNESS, is a two half winged butterflies facing towards each other and the tails crossing over to make a knot for the foot finger.

STONE SETTING :
Baguette : 1.5*3
Maison Martin Margiela

Enamelling



DESIGN 5

FLUTTER FOOT HARNESS, covers around the ankle and follows the up feet and flutter winged butterflies and pearls.

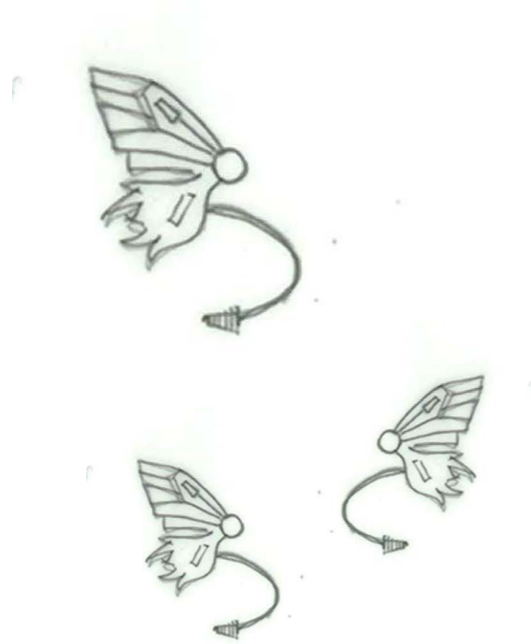
Half Pearls and Gunmetal + Yellow Gold Plating



DESIGN 6

THE MIDIS, are trendy half winged butterflies, that add drama to any of your costume.

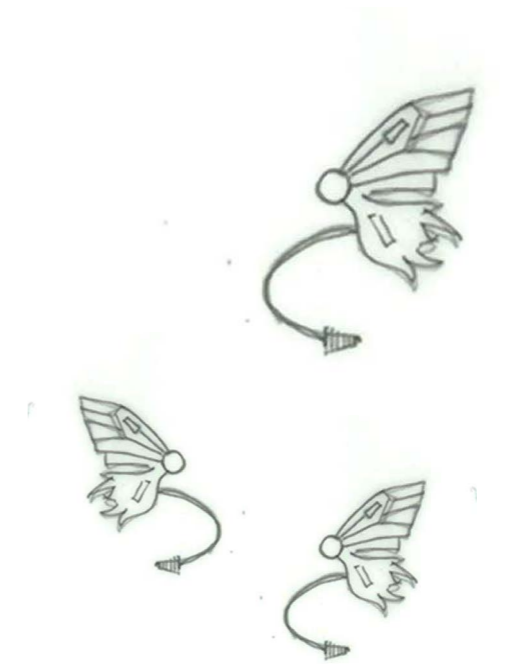
STONE SETTING :
Baguette : 1.5*3
Round Cz : 1.3 mm



DESIGN 7

THE MIDIS, are trendy half winged butterflies, that add drama to any of your costume.

STONE SETTING :
Baguette : 1.5*3
Round Cz : 1.3 mm



DESIGN 8

FLUTTER RING, is a couture ring, with layering flutter wings which worn on the hand, gives a complete butterfly look.

STONE SETTING :

Baguette : 1.5*3
Round Cz : 1.3 mm
Pearl : 12mm
Maison Martin Margiela

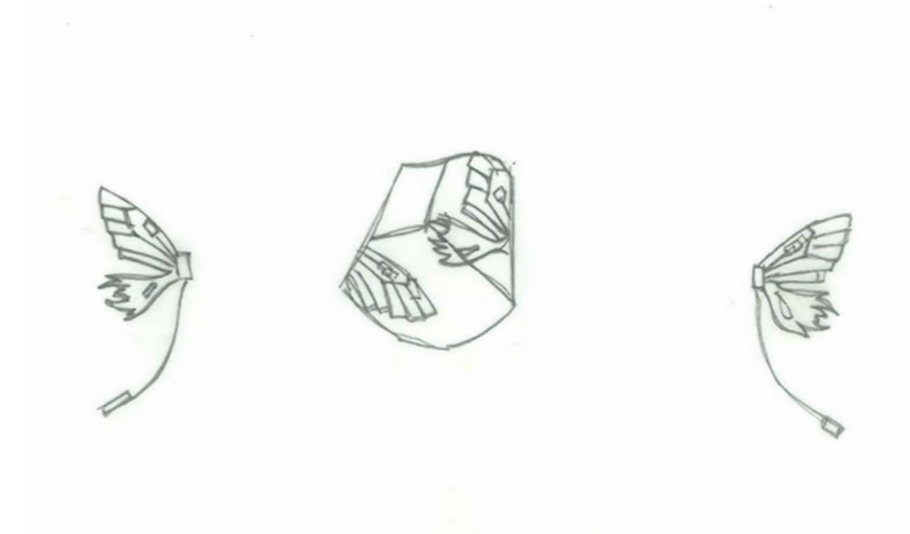


DESIGN 9

TRIPLE BROOCH, includes two half winger butterflies with swallow tails and baguette endings with a Jean Paul Gaultier (Swarovski Stone) with Butterfly Mtela Capping.

STONE SETTING :

Baguette : 1.5*3
Round Cz : 1.3 mm
Jean Paul Gaultier's Kaput crystal

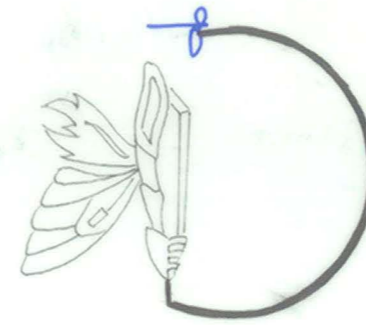




IMAGO
COMMERCIAL

rings & Pendant

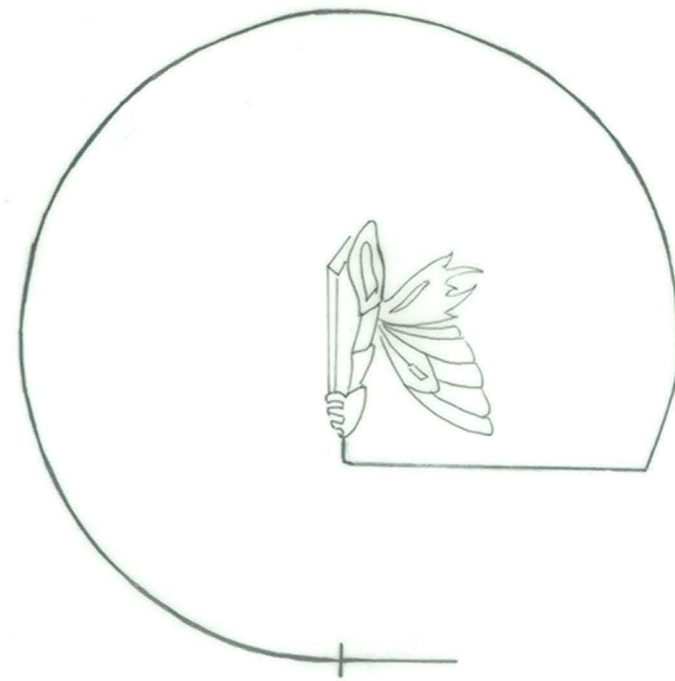
◦ detachable tassels.
- add kadi
and add kunda
on tassels.

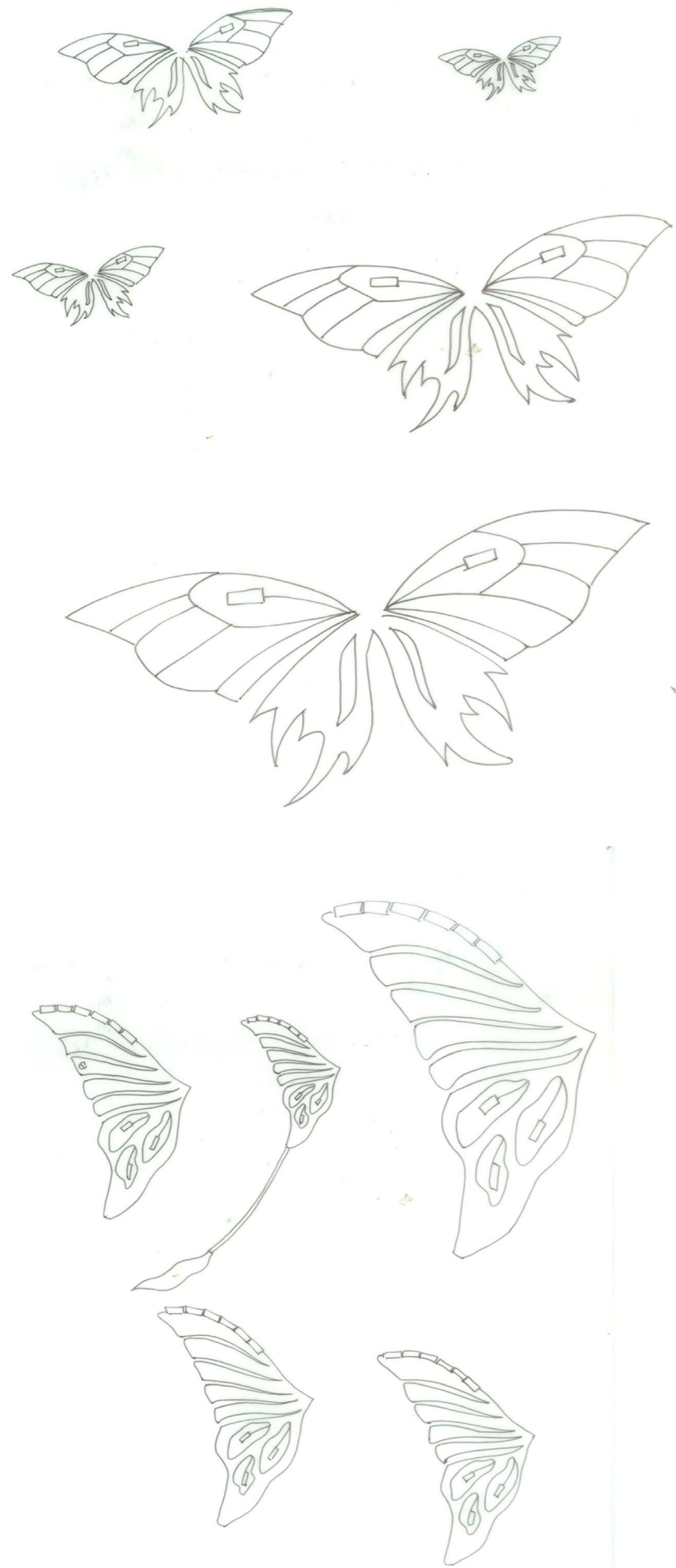


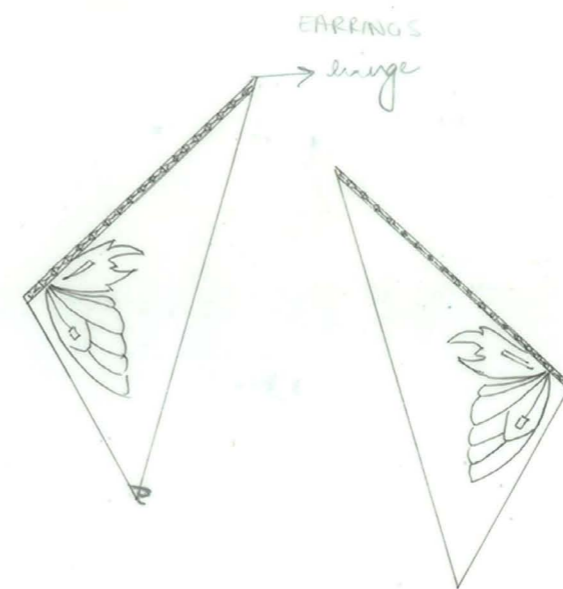
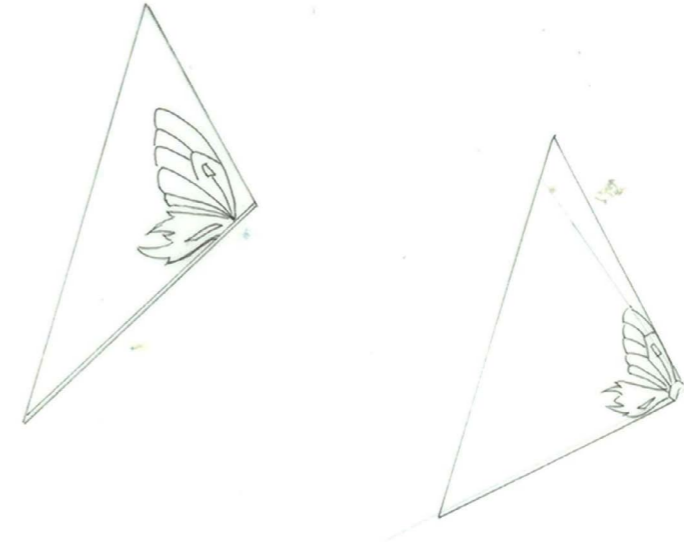
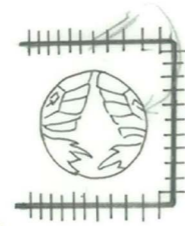
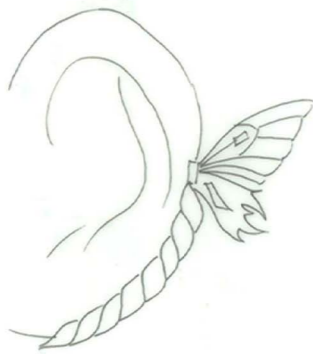
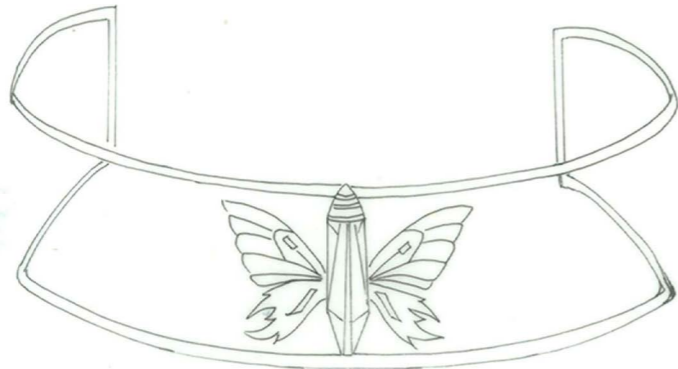
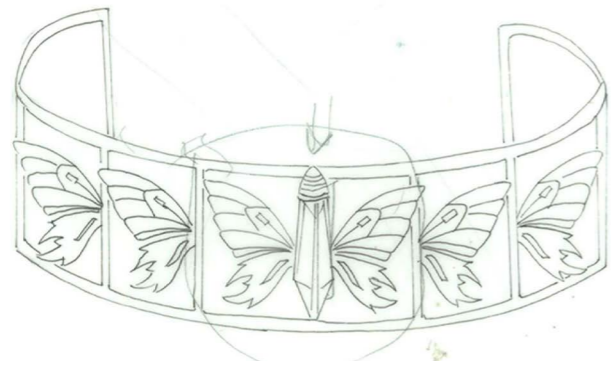
- ✓ ◦ round stone w/ bezel.
- ✓ ◦ nut
- bolt
- pave set balls. x



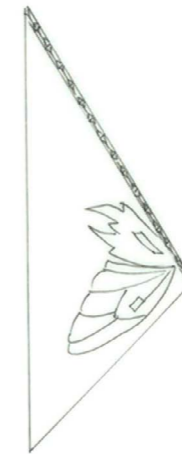
EARJACKET







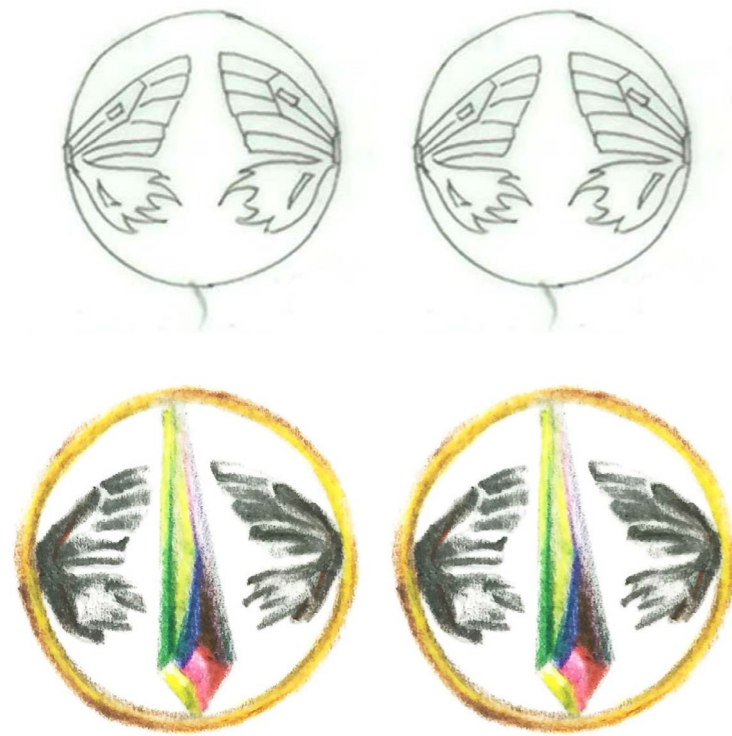
CHANNEL SETTING
PLAIN WIRE
UPSIDE DOWN WING



DESIGN 1

OPEN STUD EARRINGS

Baguette : 1.5*3
Round Cz : 1.3 mm
Maison Martin Margiela



DESIGN 2

MIS MATCH EARRINGS

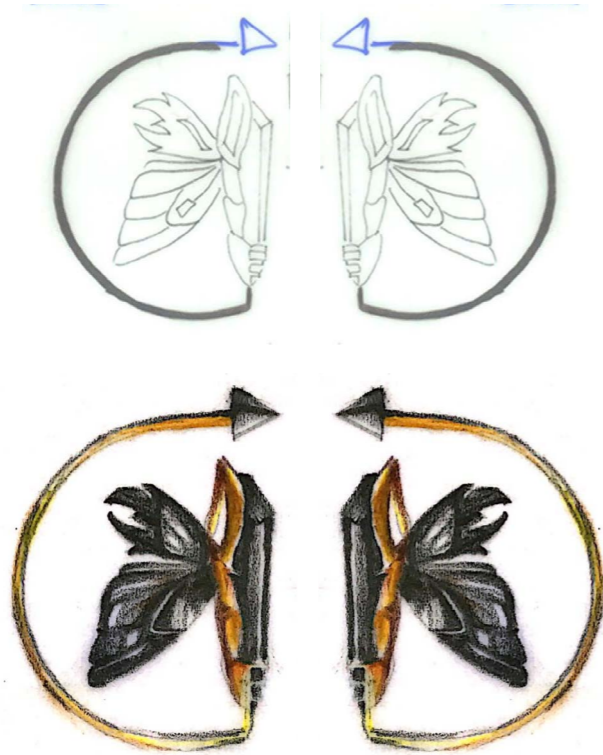
Baguette : 1.5*3 , 2*4
Round Cz : 1.3 mm
Maison Martin Margiela



DESIGN 3

UPSIDE DOWN EAR JACKET

Baguette : 1.5*3
Round Cz : 1.3 mm
Maison Martin Margiela



DESIGN 4

ENCASING STUDS

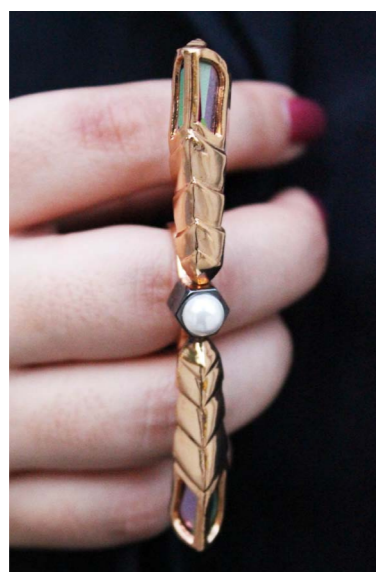
Baguette : 1.5*3 , 2*4
Round Cz : 1.3 mm



DESIGN 5

REVERSIBLE DOUBLE RING

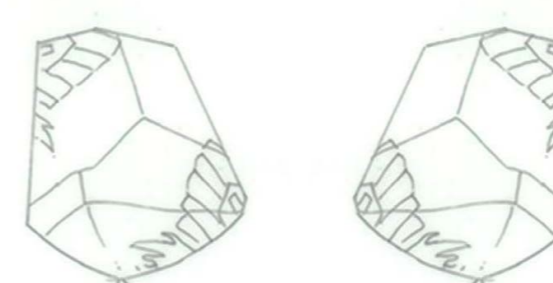
Maison Martin Margiela
Pearl : 1 mm



DESIGN 6

DORADO STUDS

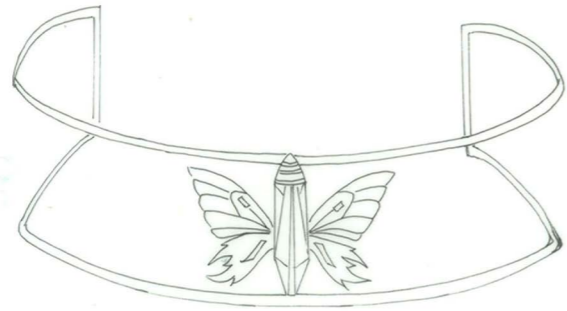
Baguette : 1.5*3
Round Cz : 1.3 mm
Jean Paul Gaultier's Kaput crystal



DESIGN 7

FULL WINGED CHOKER

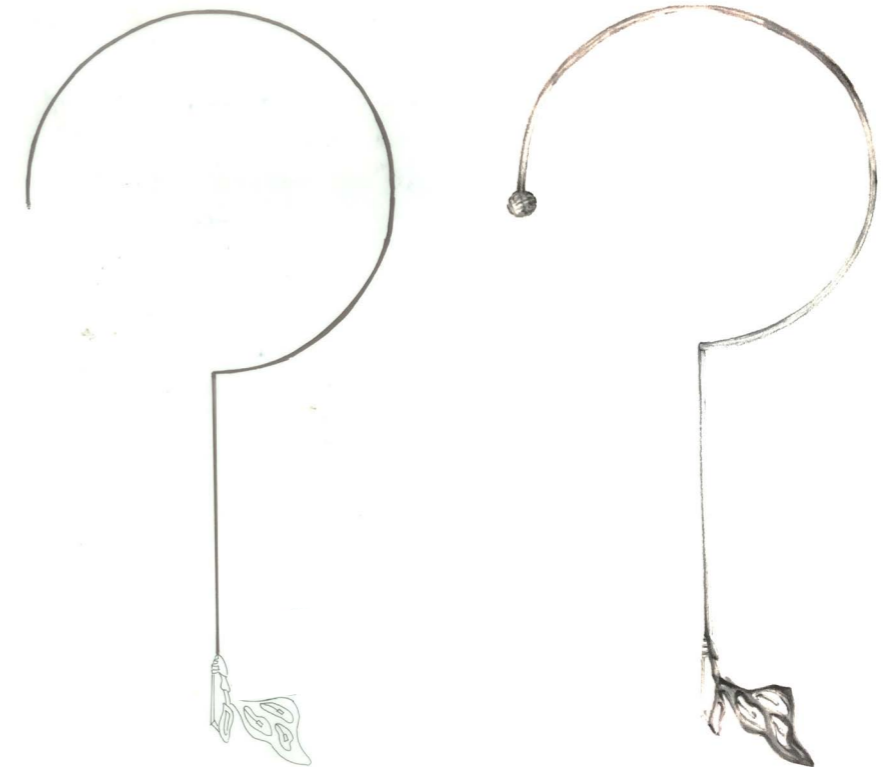
Baguette : 1.5*3
Round Cz : 1.3 mm
Maison Martin Margiela



DESIGN 8

HALF NECKLACE

Baguette : 1.5*3
Round Cz : 1.3 mm
Maison Martin Margiela





O U T H O U S E

COLLECTION

2

A N C H O R



The Anchor is a Symbol of both Hope and steadfastness.

When we look at an Anchor we see that it is a cross resting upon, and securely balanced within, a crescent moon or bowl. The cross has four points, and the number four represents matter. Furthermore, the crossed lines of the cross represent spirit (the vertical line) united with matter (the horizontal line). Hence, the cross represents an individual's personal Incarnation. The cross is a masculine Symbol which includes a person's Thoughts, Actions, and consciousness.

The crescent moon, or bowl, is a feminine Symbol which represents the womb. The feminine also includes intuition, Emotions, and the Subconscious. Therefore the Anchor is a Symbol for an individual's personal Incarnation which is supported by, and rests within, their emotions, intuition, and Subconscious. With these Thoughts in mind, let us now explore the meaning of the Anchor as a Symbol of Hope and steadfastness.

As a Symbol of Hope:

The rising Anchor is a Symbol for Hope. This is alluded to, metaphorically, whenever we say that "our hopes are rising".

When a ship weighs, or raises, its Anchor it tells everyone that it is leaving its current port-of-call and is on its way to a new voyage, a new Adventure.

This is a metaphor for how each one of us feel when we finally Decide to leave a stagnant portion of our life behind us in order to begin a new journey, voyage, or Adventure.

We raise our Anchor and venture forth into a new era of our life. We feel eager and alive and we are laden with Hope, excitement, dreams, expectations, imaginings and aspirations. Our Spirit feels light and free as we face the cleansing breezes which take us to our next port-of-call.

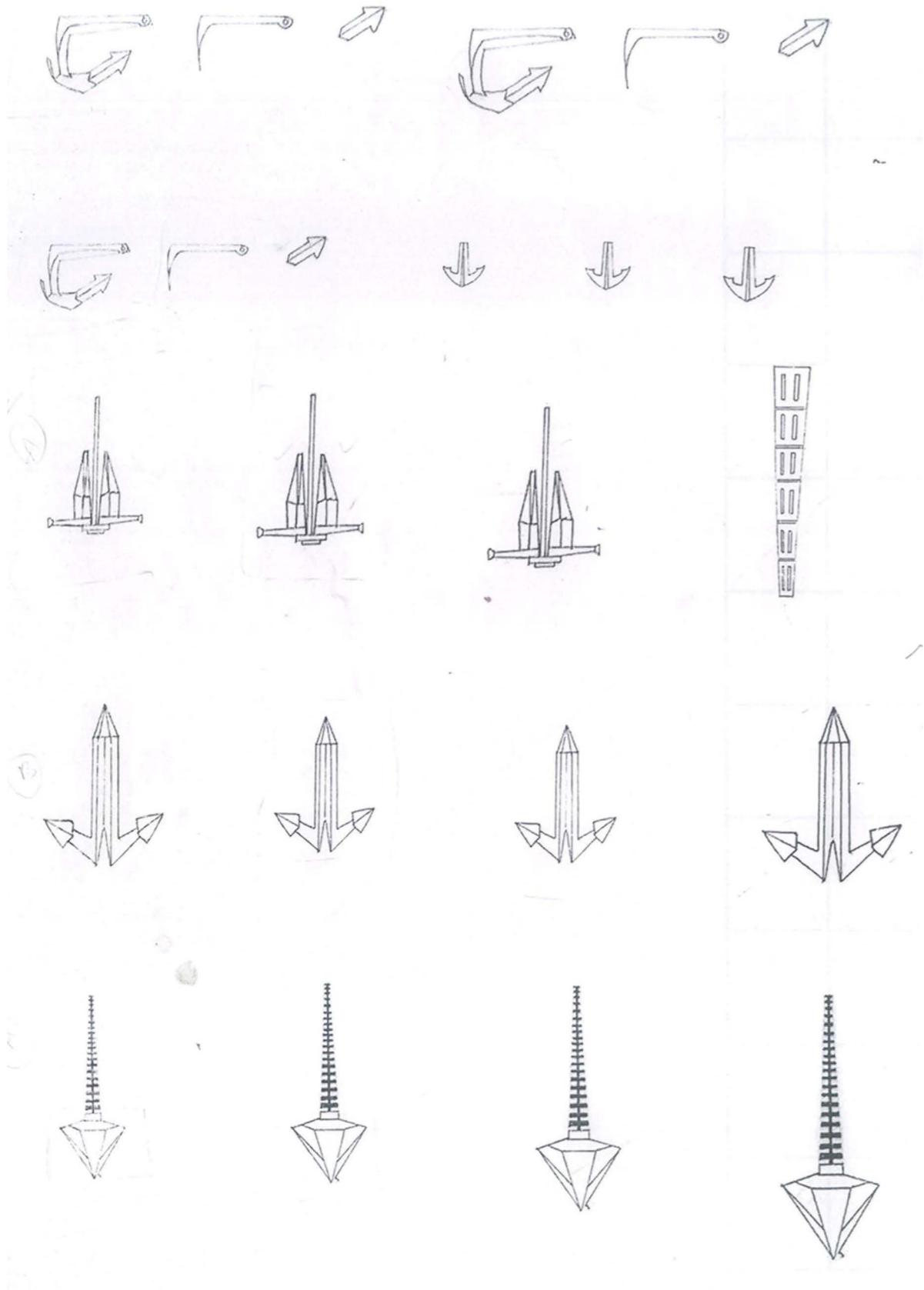
As a Symbol for steadfastness:

The moment we drop our mental Anchor is the moment when we become steadfast in a Decision-making process. It is the moment when we finally say to ourselves "here is where I stand" and "these are the rules I will govern myself by".

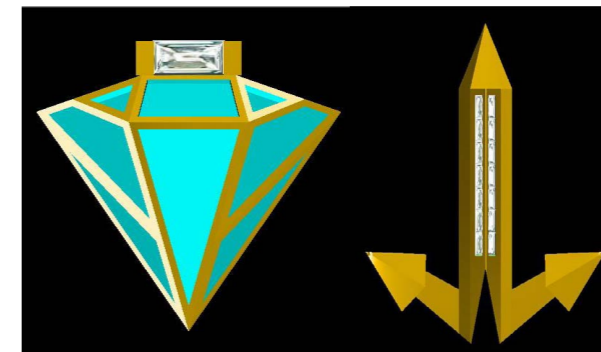
This is expressed, metaphorically, when a ship drops its Anchor. At that moment the ship becomes moored to a particular location from which it will not move until the Time once again arrives for it to sail at a moment of its own Choosing.



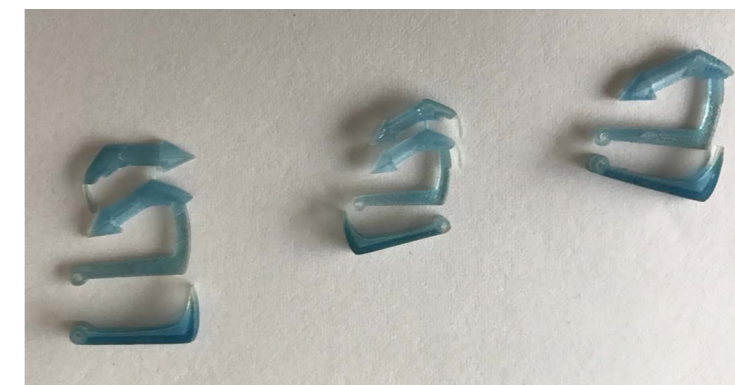
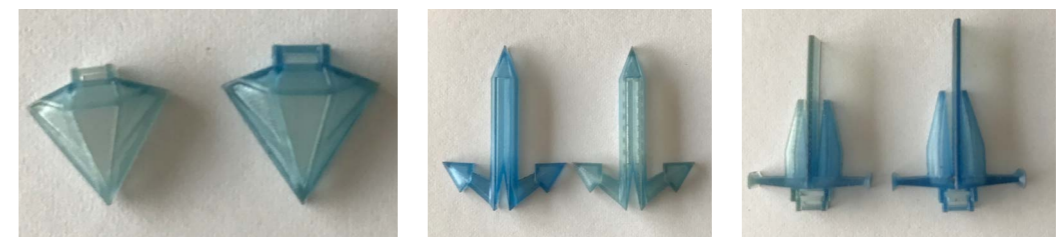
SELECTED ANCHOR FORMS



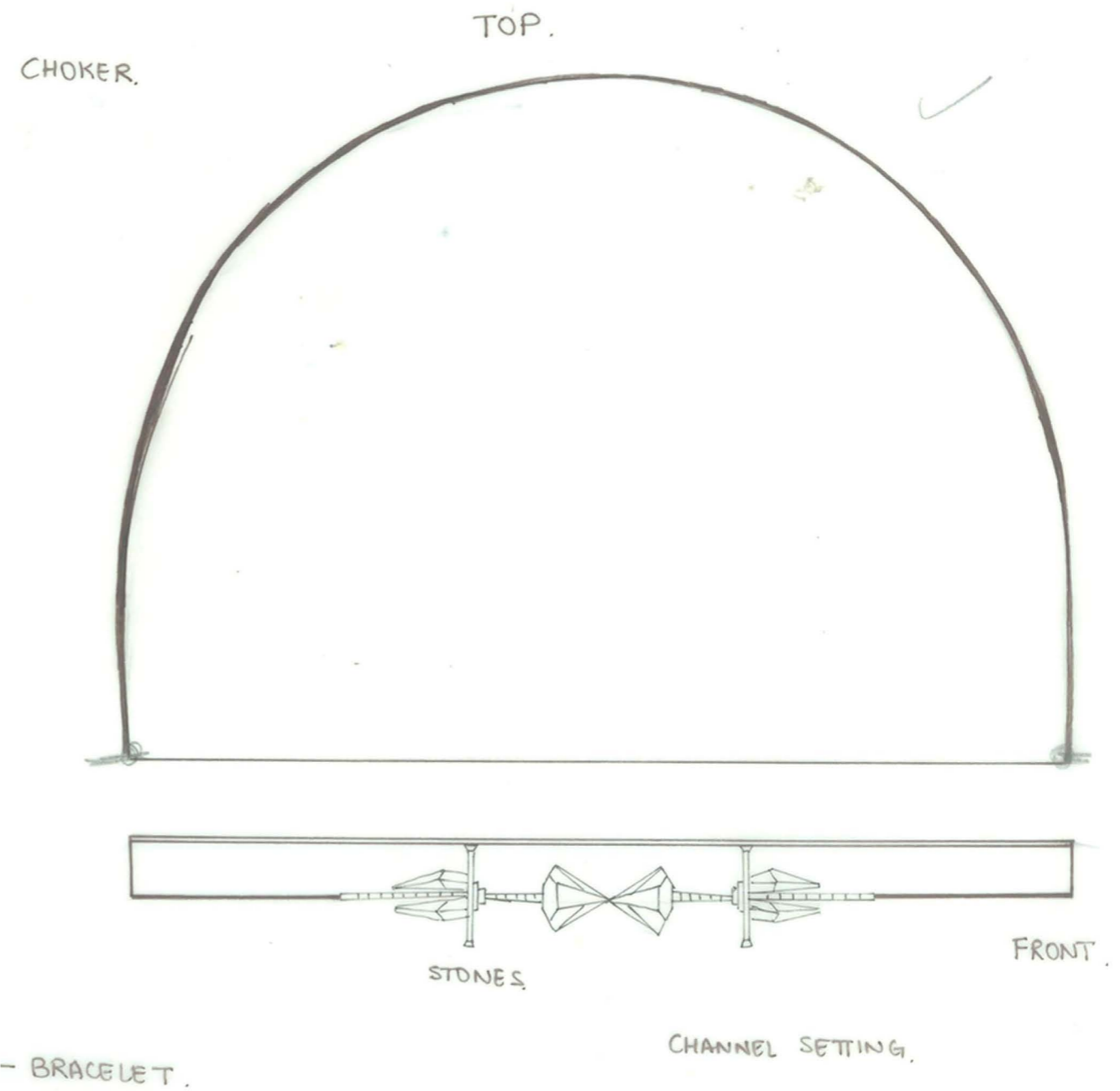
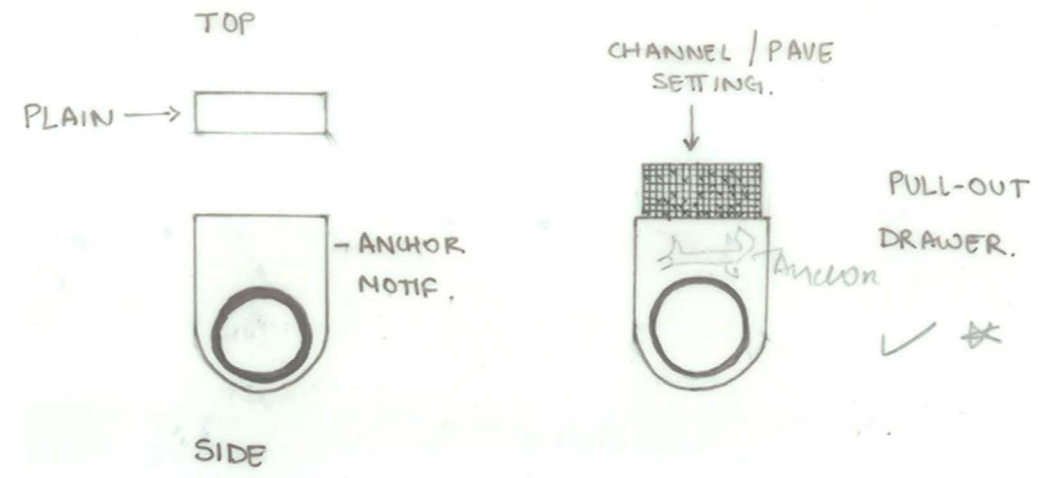
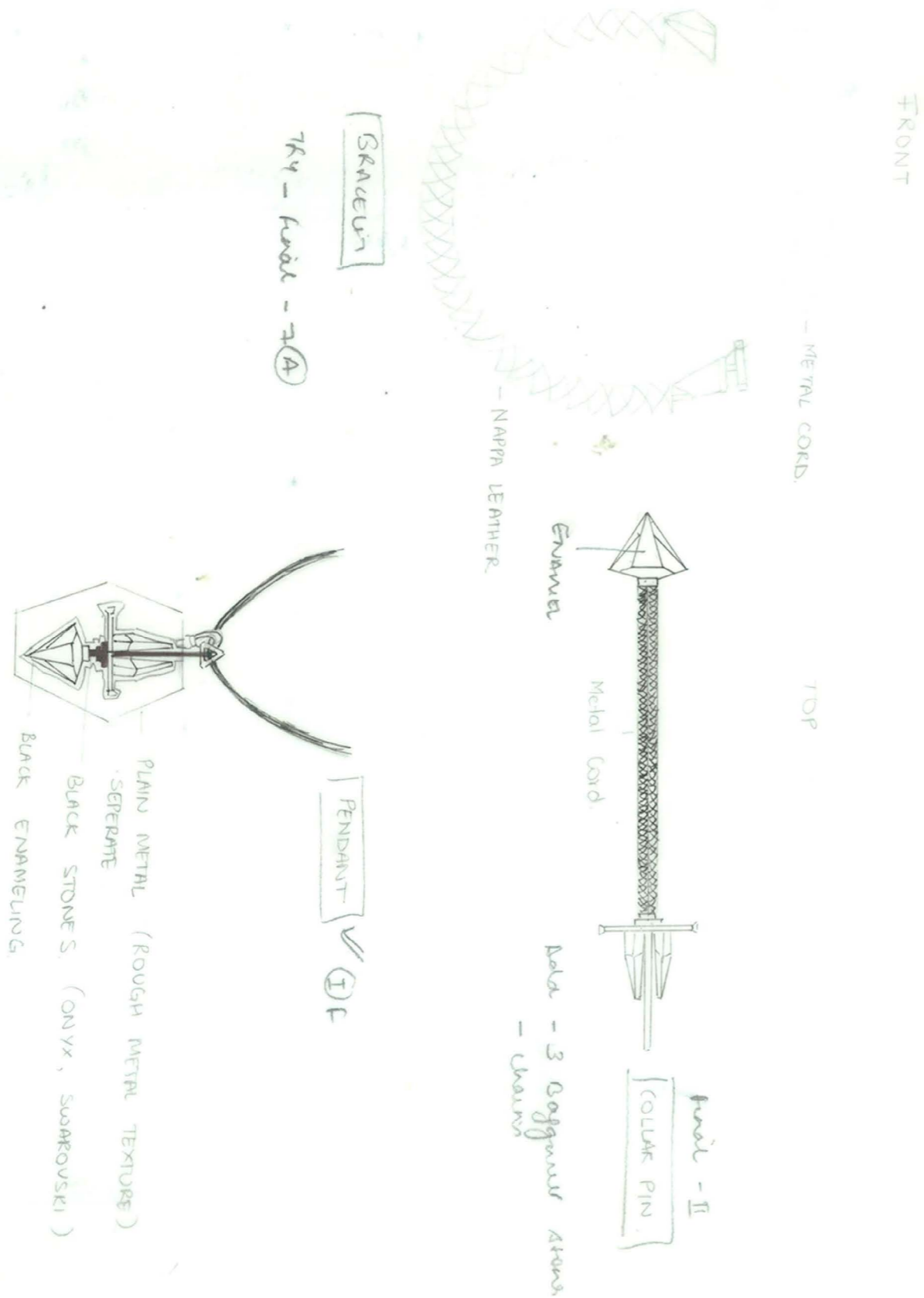
CAD

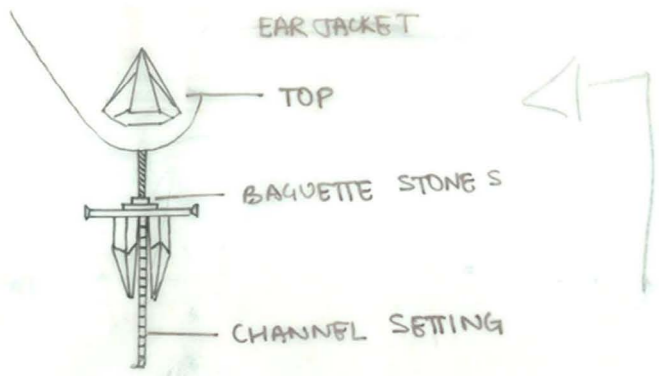


CAM

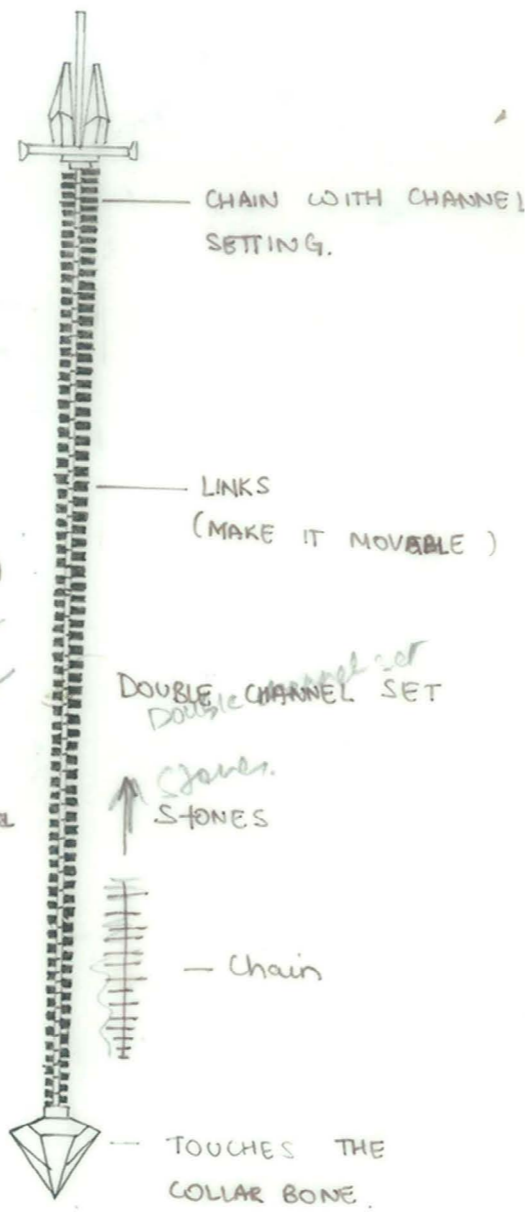


ANCHOR STORY - 1

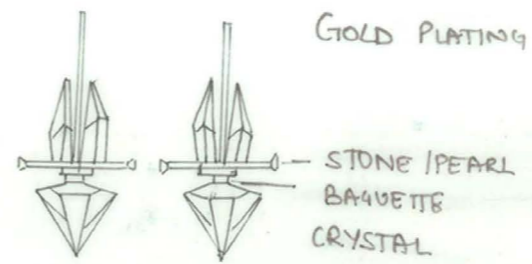




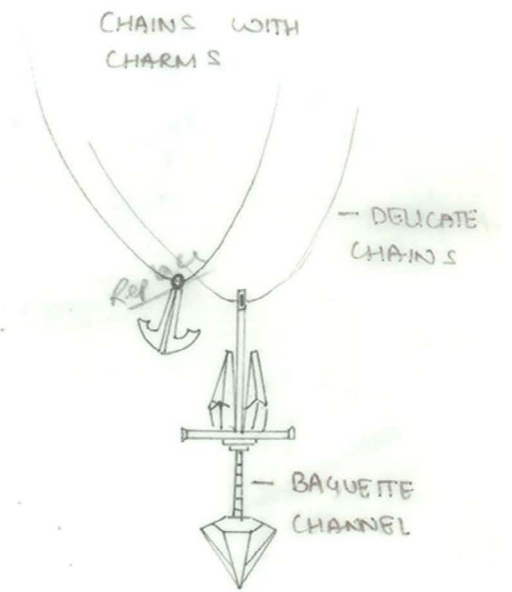
SHOULDER DUSTER EARRING.



TOPS
TOPS

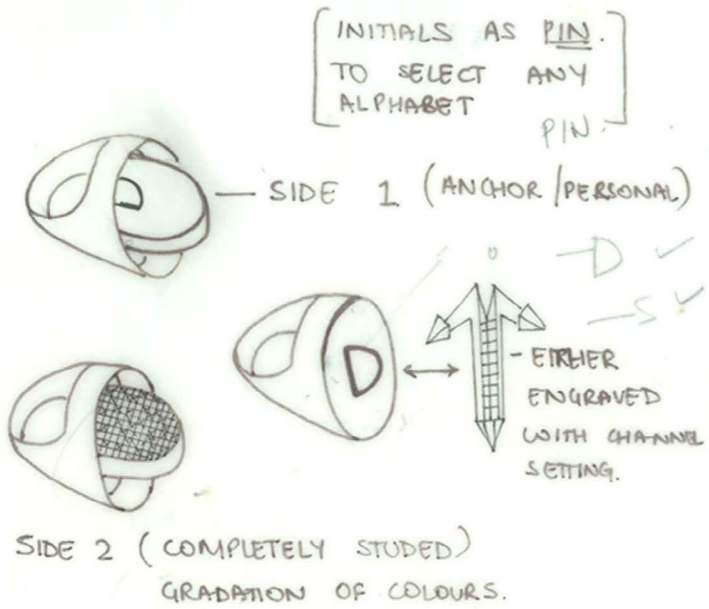


PENDANTS



RING.

CREW
ILHANISH.



DOUBLE CHANNEL SET

ENGRAVED STONES

Chain

TOUCHES THE COLLAR BONE.

COMPLETE STONE SETTING.

Nail top

BEADS

MID-RINGS.

QUOTE

STONE / INITIAL

PLAIN METAL

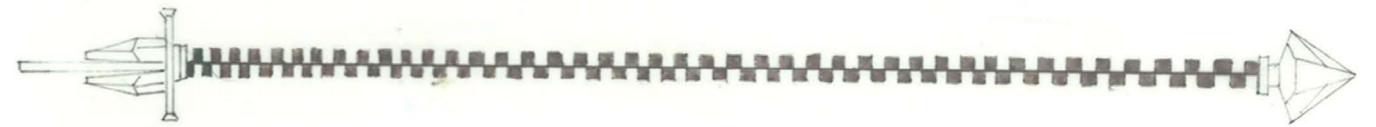
letters

RING.



METAL BASE RING ISN'T VISIBLE.

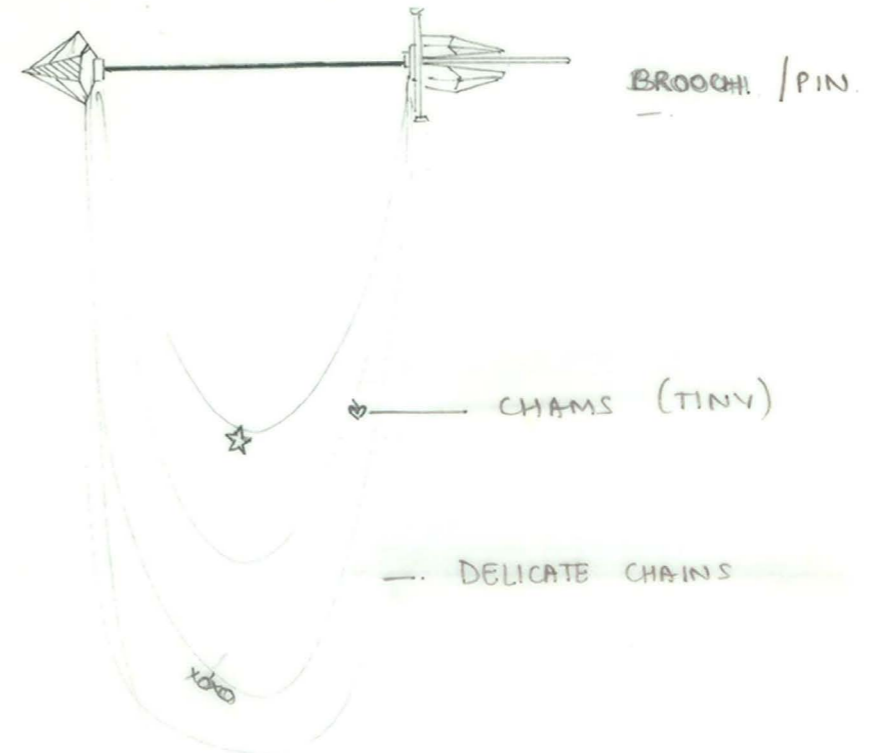
-CHOKER WITH CHAINS. (A LOT OFF)



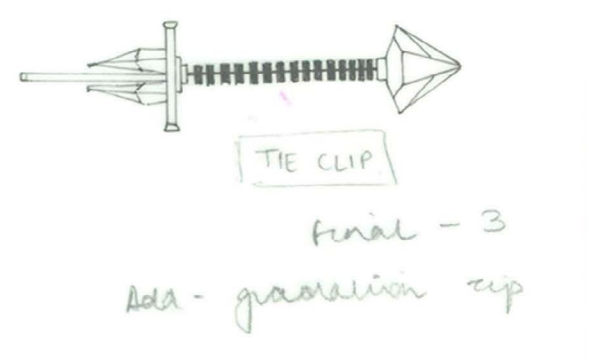
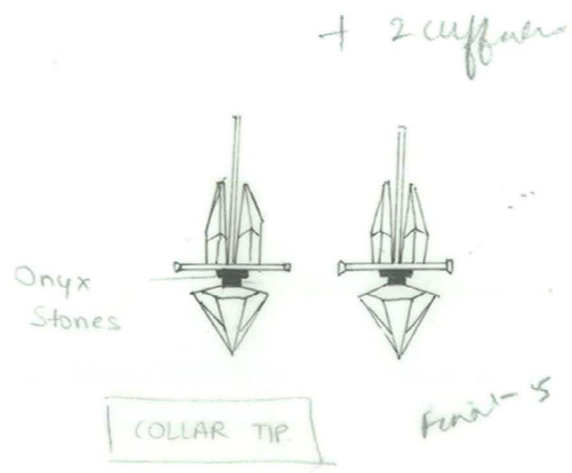
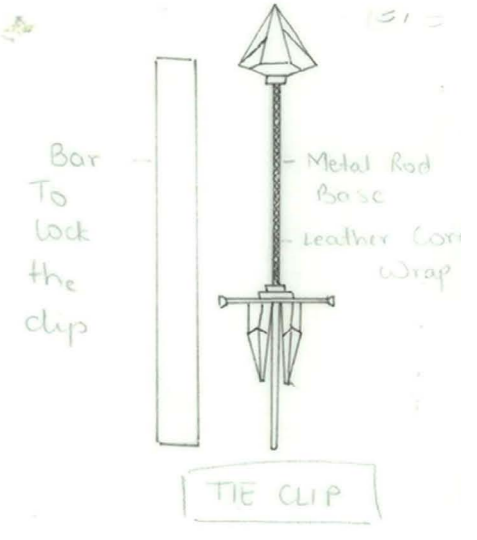
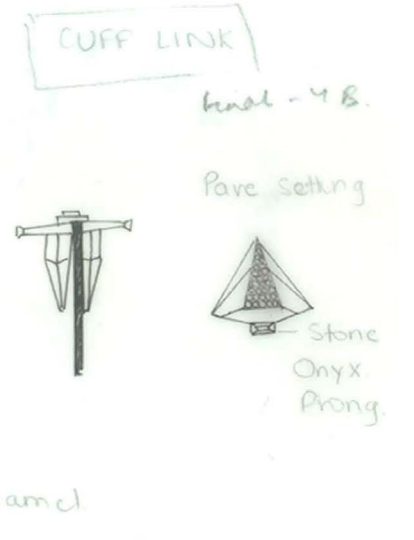
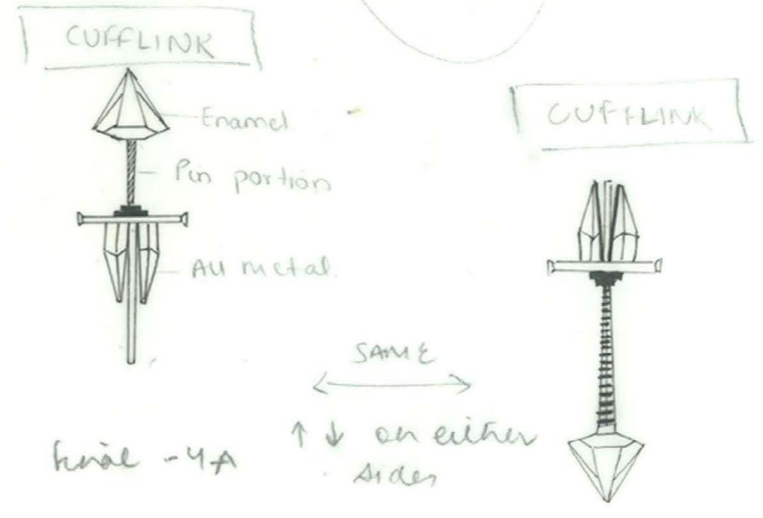
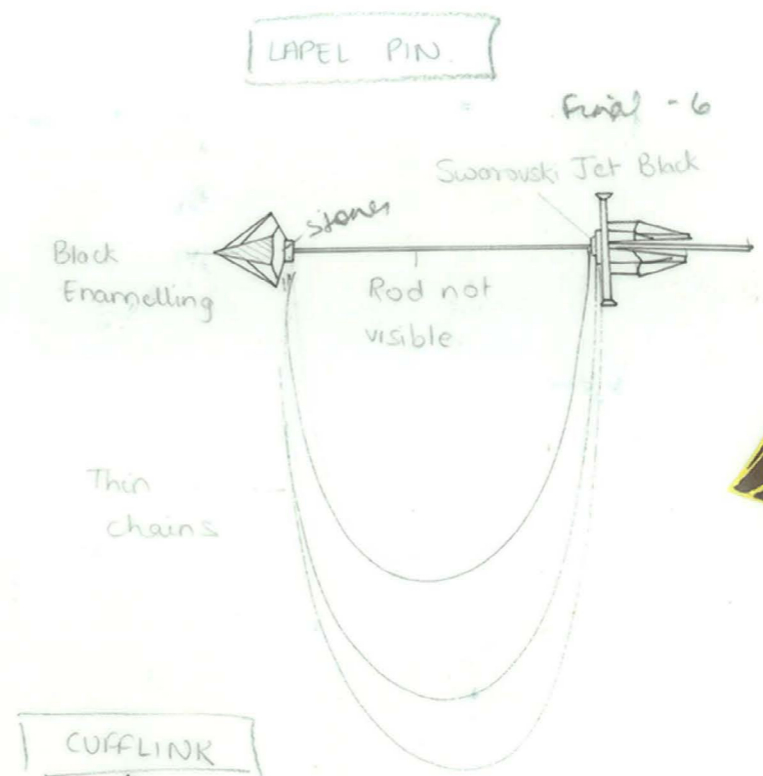
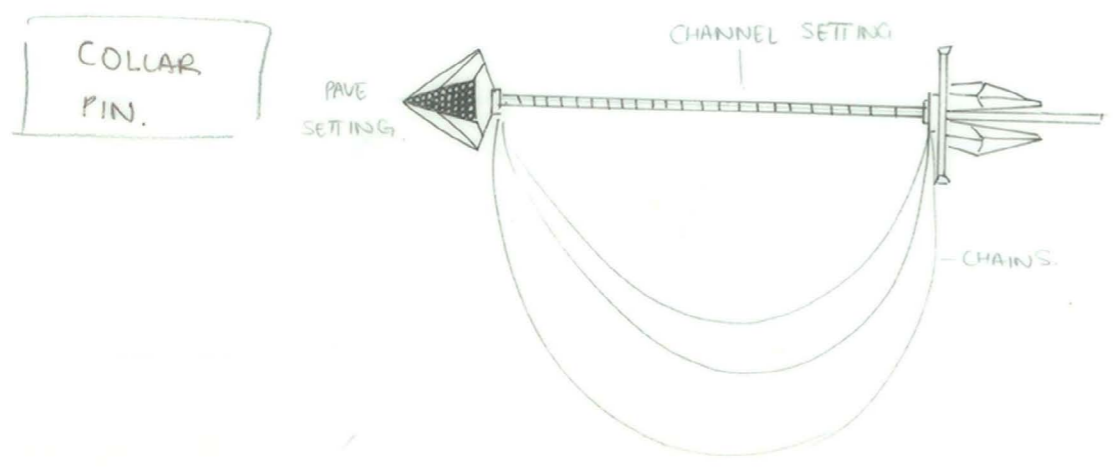
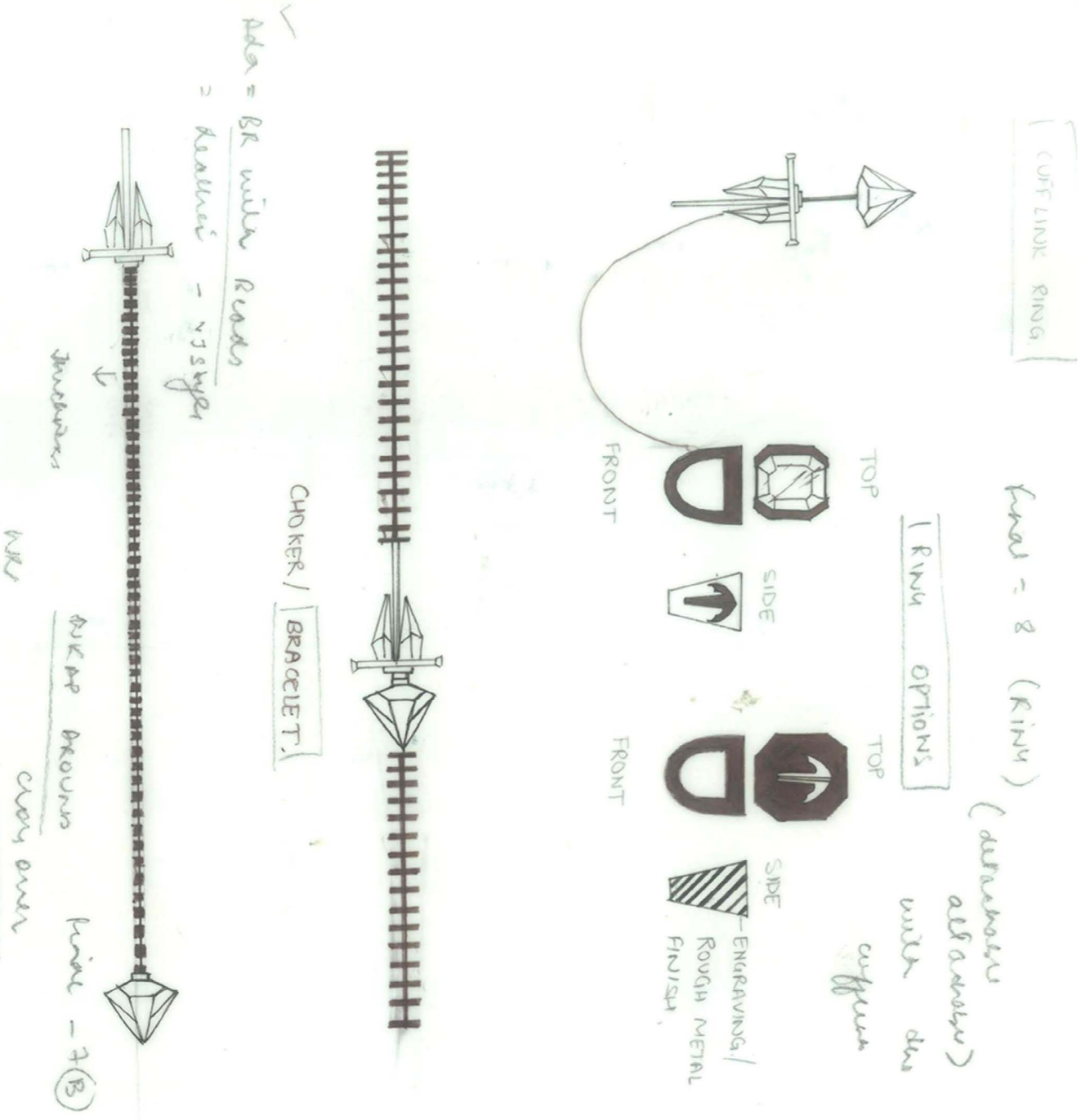
-CHOKER
-BRACELET

- ENAMELLING (VARIOUS COLOURS)

- CHANNEL SETTING



STORY ONE.

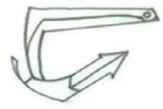


ANCHOR STORY - 2

Collar Pin

13th Dec

All metal.



1.8cm

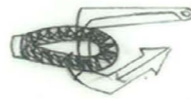


1.5cm

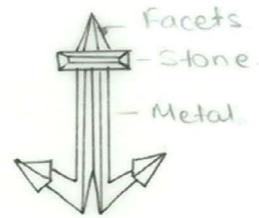


lock pin at the 1

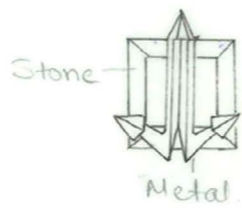
Links



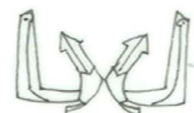
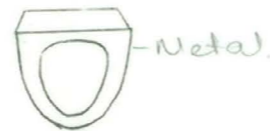
Pin.



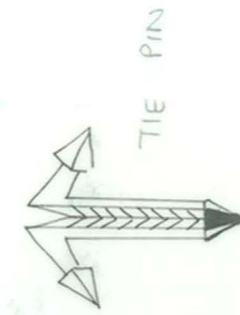
TOP



Side.



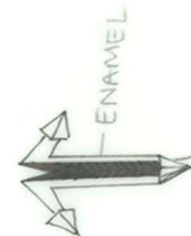
PIN.
LEATHER BELT
(FAT)



TIE PIN.



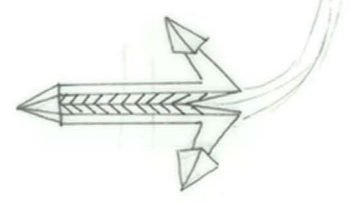
CUFF-LINK RING



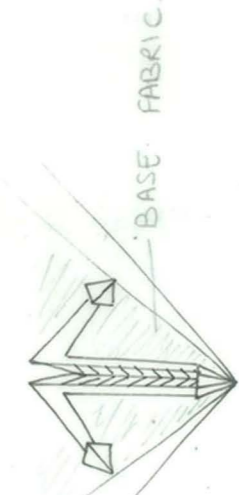
ENAMEL



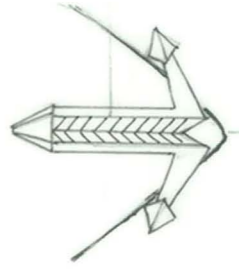
LAPEL PIN.



COLLAR PIN.

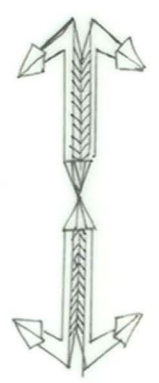


CHANNEL SETTING.

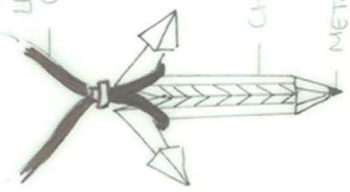


TIP OF THE
FABRIC WILL
BE VISIBLE.

TIE CLIP



PENDANT,
LEATHER
CORD.



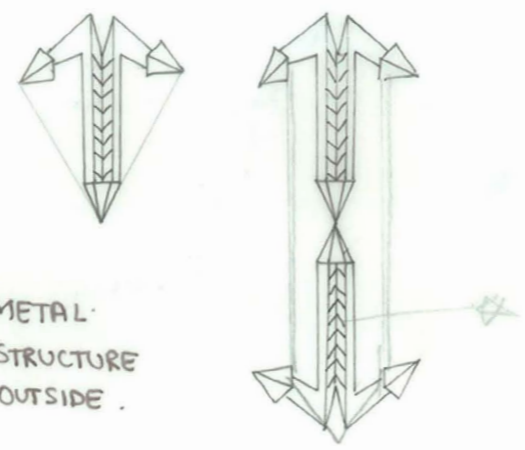
CHANNEL SETTING

METAL TIP

TOPS.



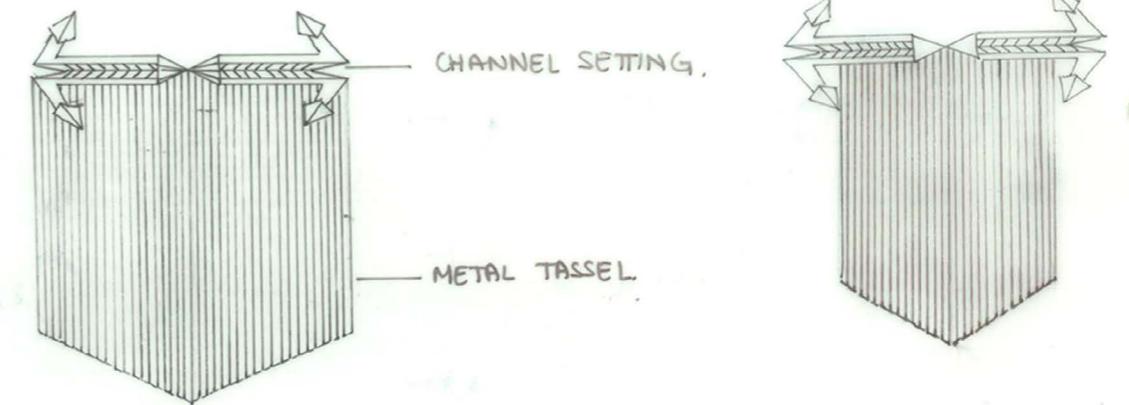
MISMATCH EARRINGS. / SINGLE EARRING.



METAL STRUCTURE OUTSIDE.

BROOCH.

[PIN WITH AND W/O THE METAL TASSEL.]



CHANNEL SETTING.

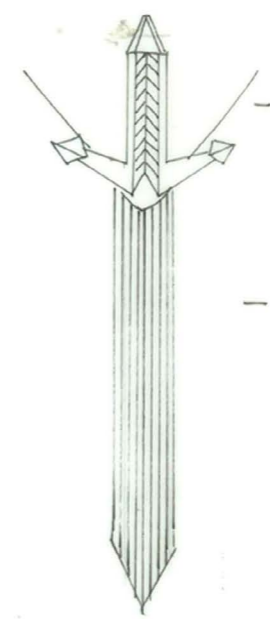
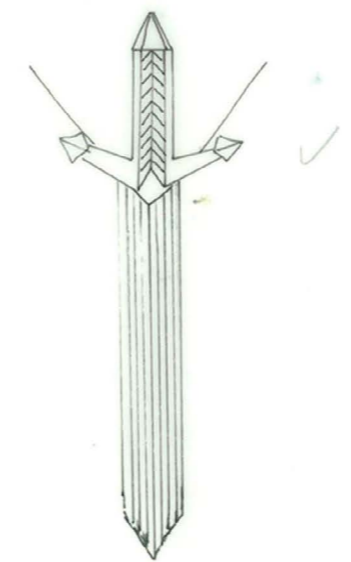
METAL TASSEL.

BRACELET.
- ALL METAL
- CHANNEL SETTINGS.



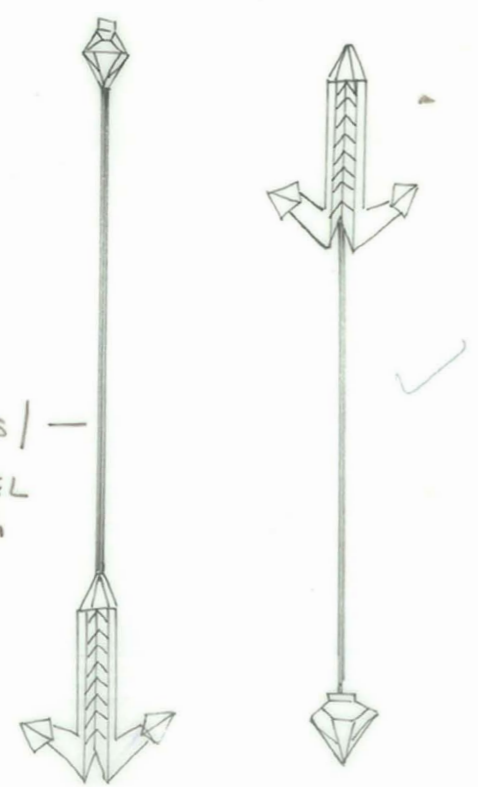
EARRING.
TOP / STUD.
x

COLLAR CLIPS.

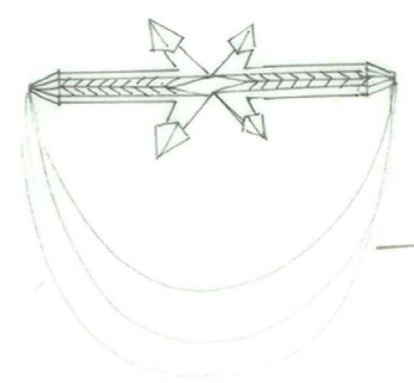


- TASSEL CLIPPED FROM BEHIND THE COLLAR. (JACKET)
- METAL TASSELS.

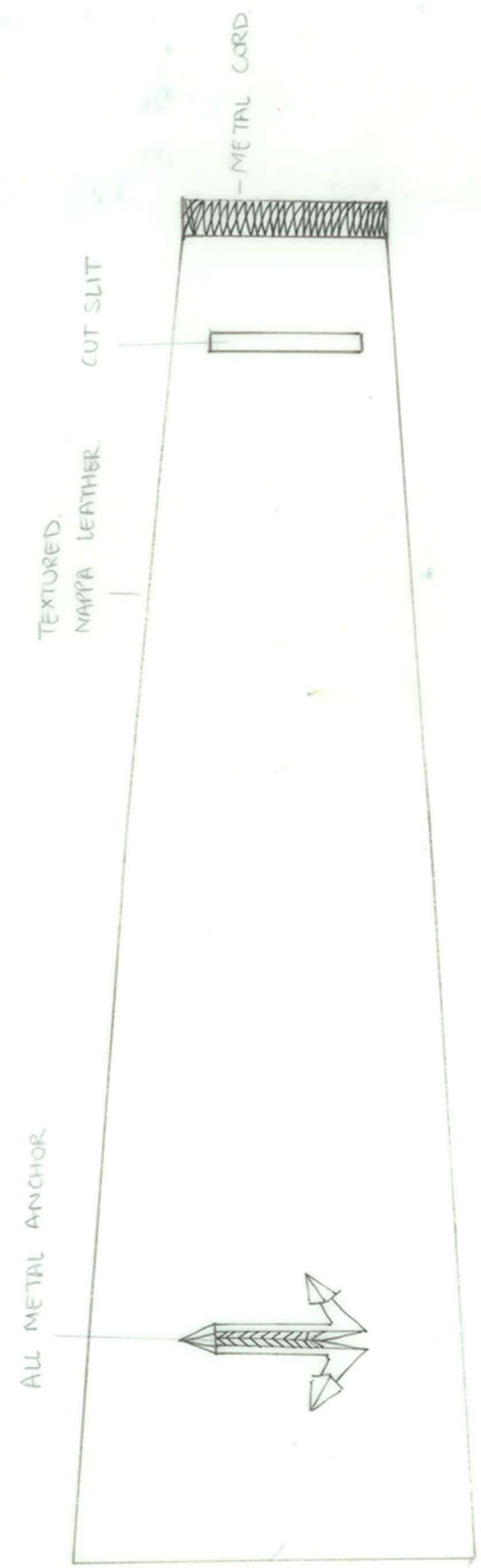
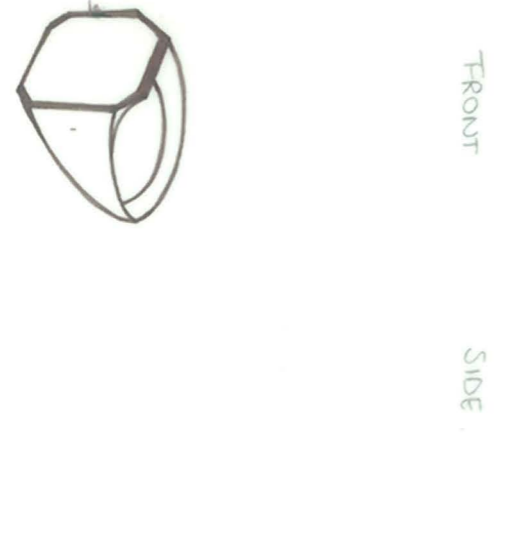
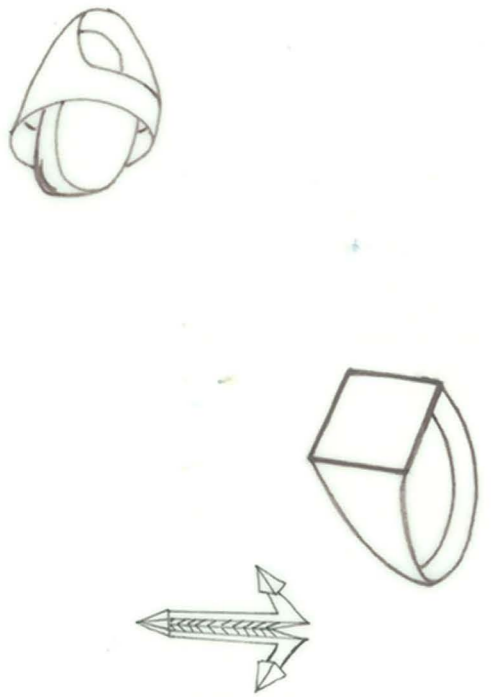
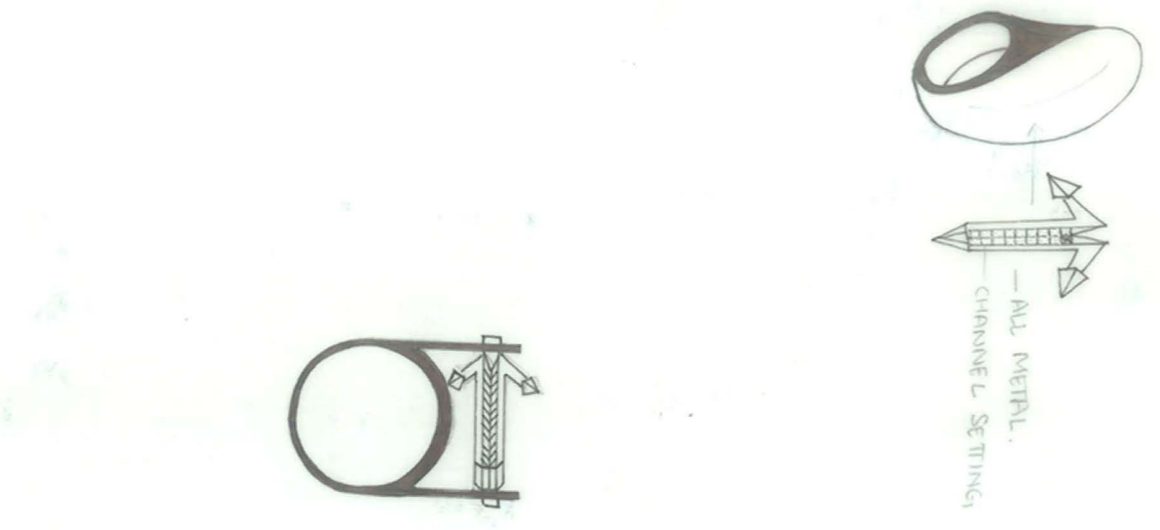
SHOULDER DUSTER EARRING.



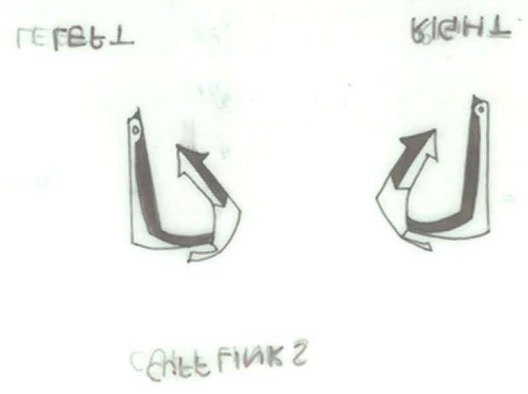
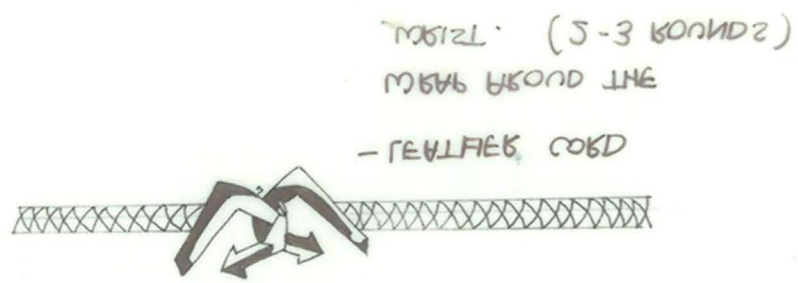
CHAINS / CHANNEL SETTING CORD.



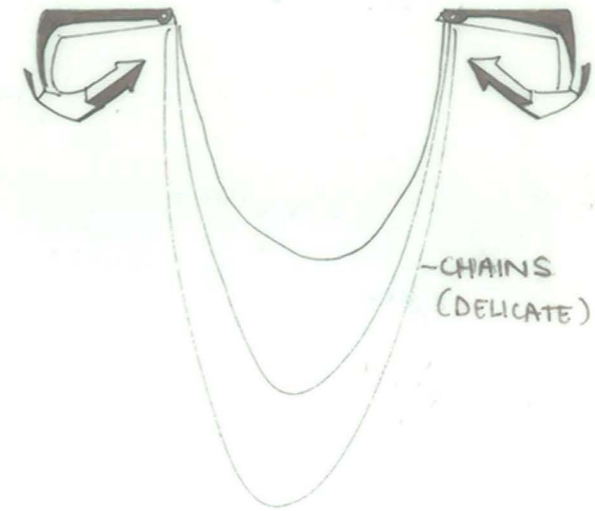
BROOCH.
CHANNEL SETTING.
- CHAINS (DELICATE).



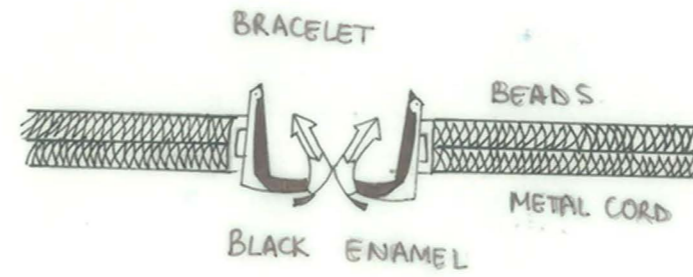
ANCHOR STORY - 3



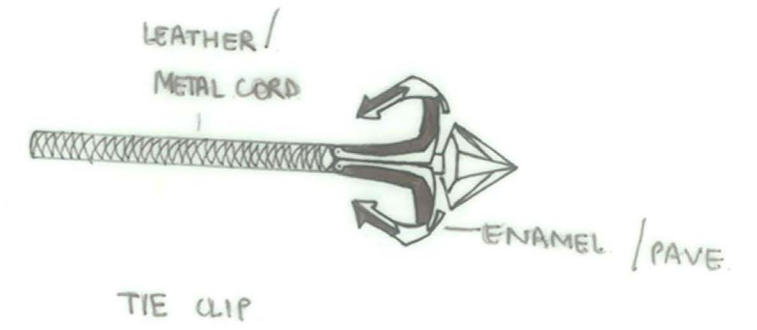
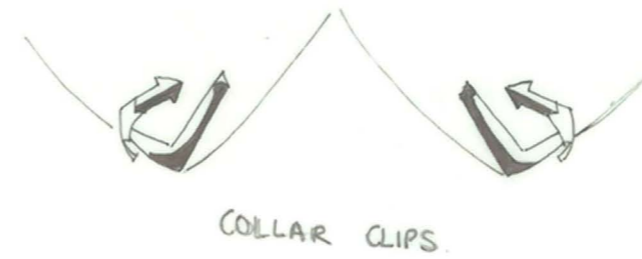
COLLAR PIN

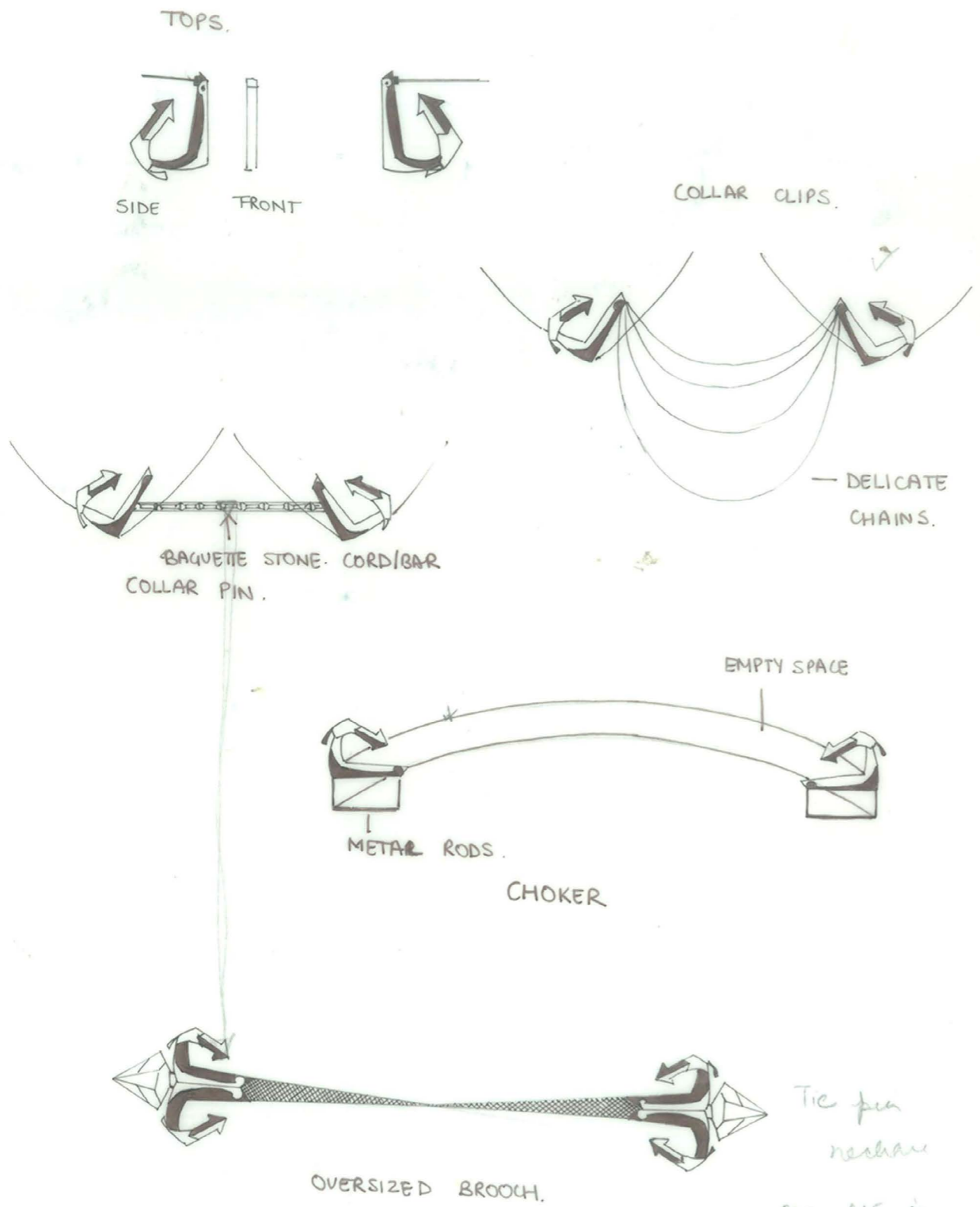


LAPEL PIN



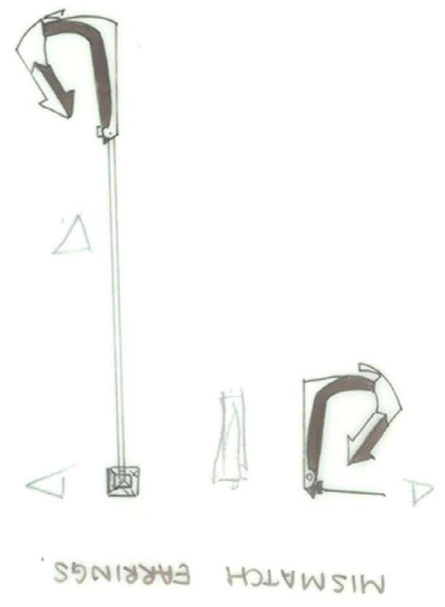
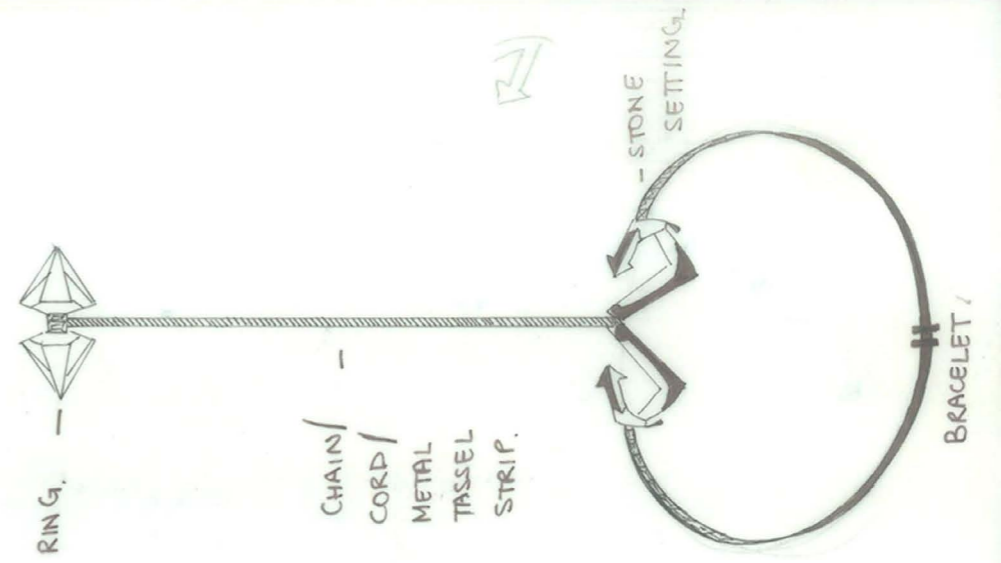
PENDANT





*Tie pin
necklace
brooch if
you make it
into a
band.*

RING CUM BRACELETS



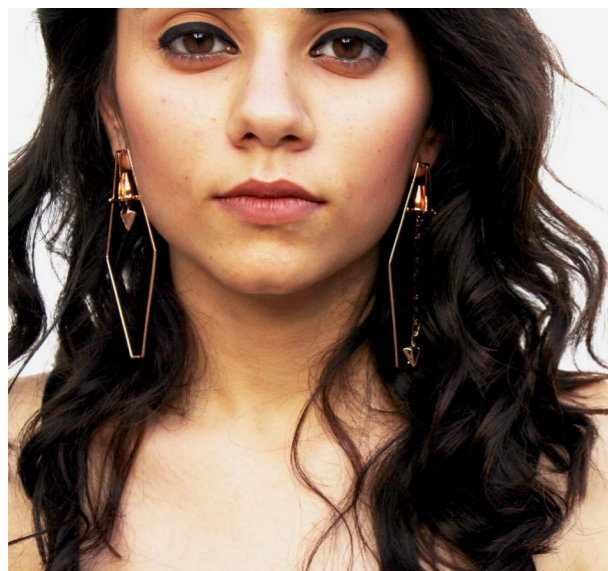
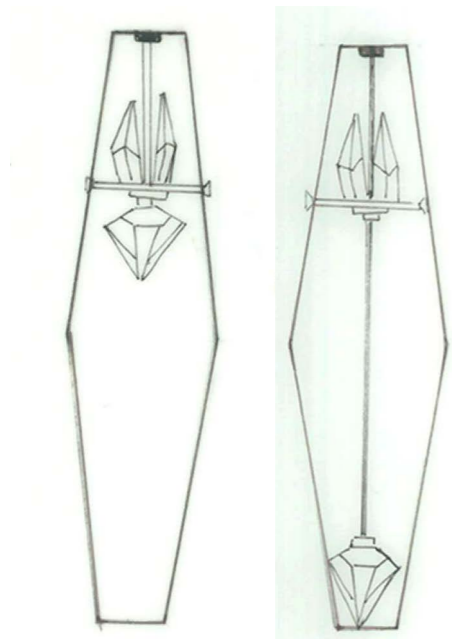


ANCHOR

WOMEN'S WEAR

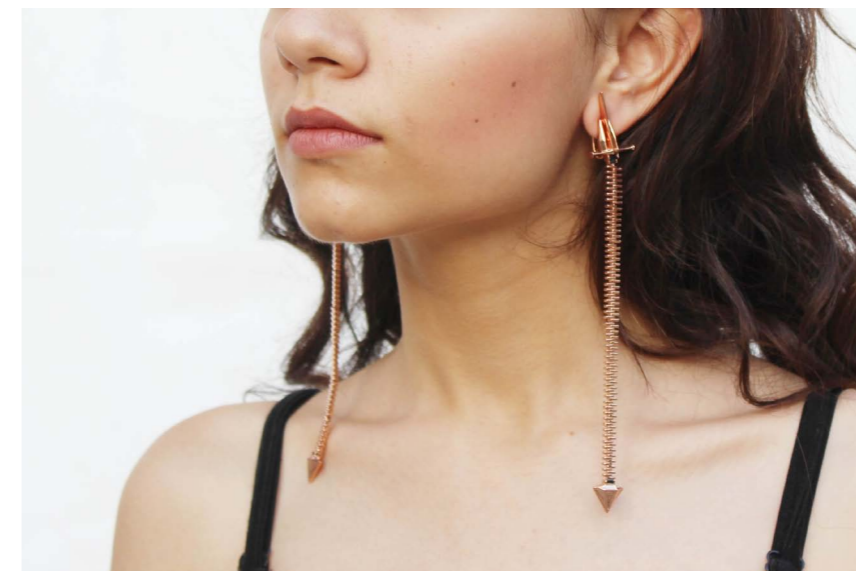
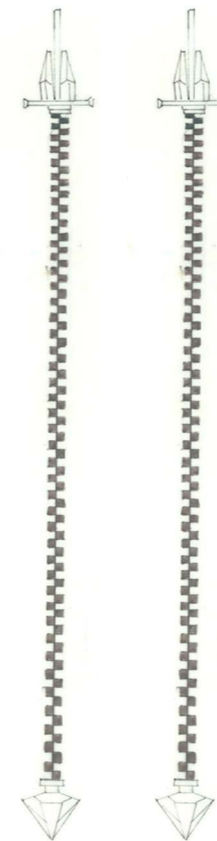
DESIGN 1
HALF FULL EARRINGS

Baguette : 2*4



DESIGN 2
SHOULDER TOUCH EARRINGS

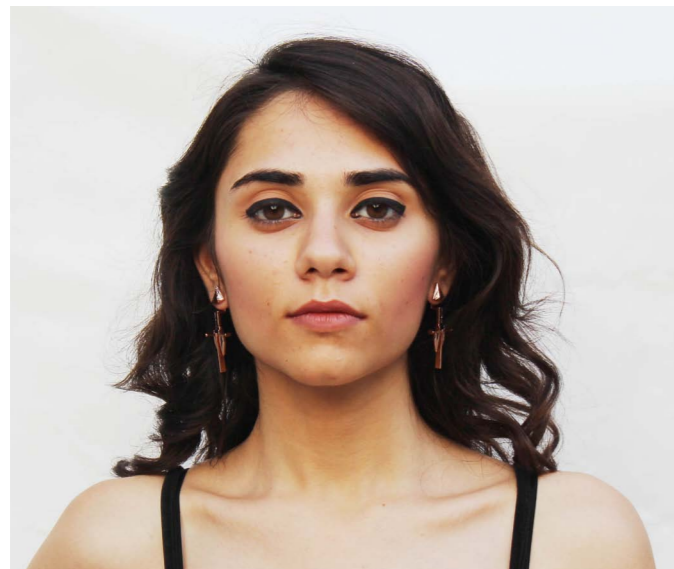
Baguette : 2*4



DESIGN 3

EAR JACKET

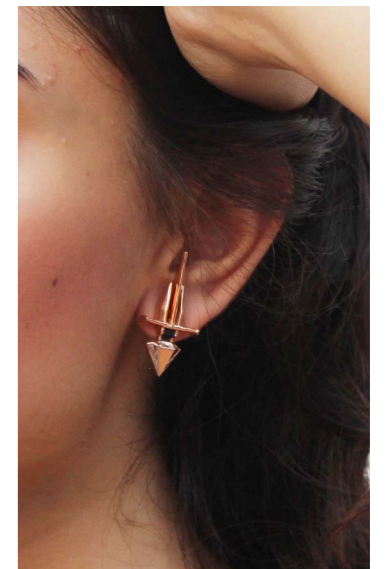
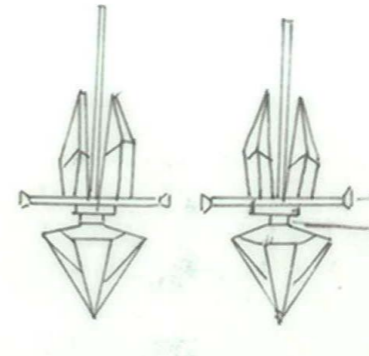
Baguette : 2*4



DESIGN 4

ANCHOR TOPS

Baguette : 2*4



DESIGN 5

SAILOR HALF RING

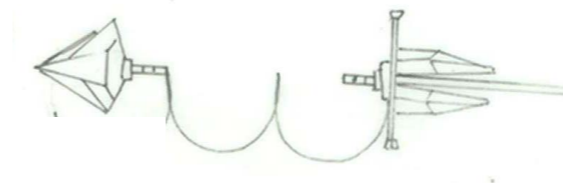
Baguette : 2*4



DESIGN 6

INBETWEEN RING

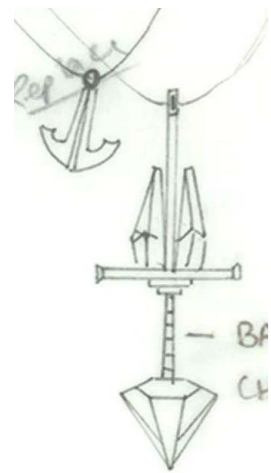
Baguette : 2*4



DESIGN 7

SMALL PENDANT

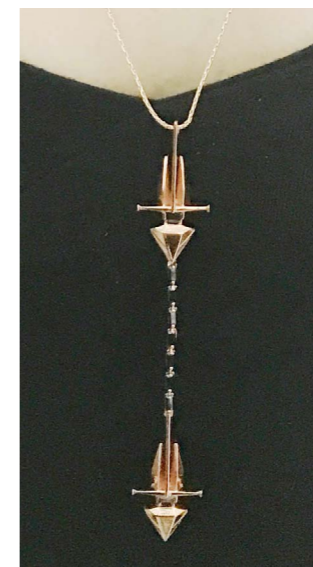
Baguette : 2*4



DESIGN 8

LONG DOUBLE PENDANT

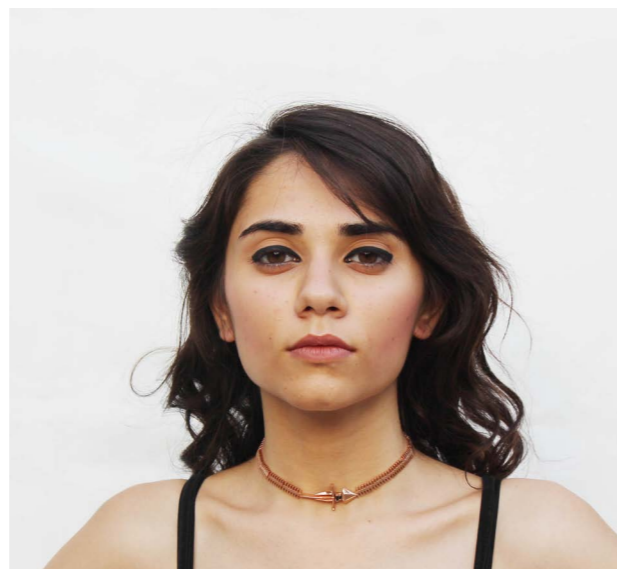
Baguette : 2*4



DESIGN 9

ENCASING CHOKER

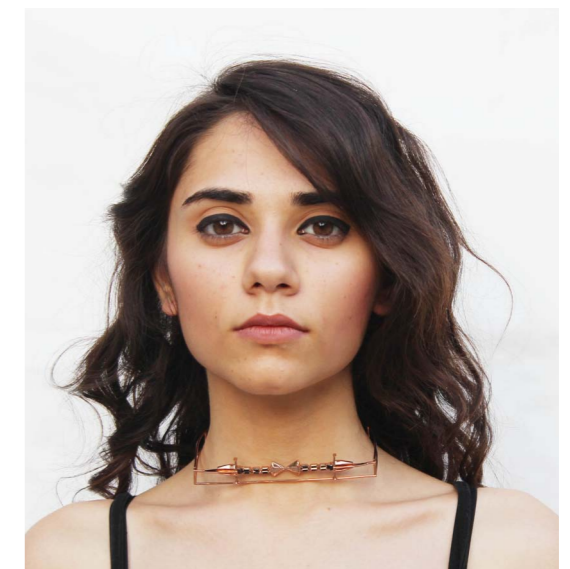
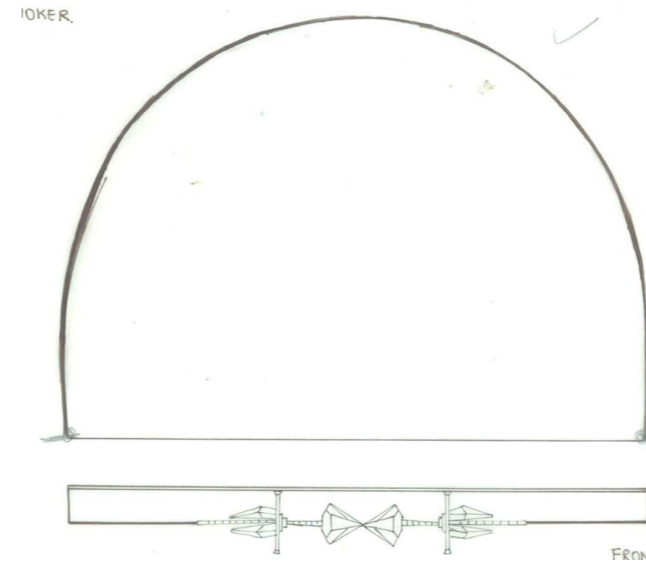
Baguette : 2*4



DESIGN 10

CONSTRUCTED CHOKER

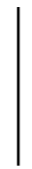
Baguette : 2*4





ANCHOR

MEN'S WEAR



DESIGN 1

ENCASED BRACELET

Baguette : 2*4



DESIGN 2

ENCASED LEATHER BRACELET

Baguette : 2*4

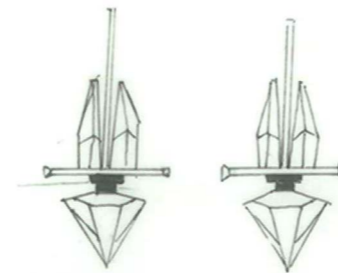


DESIGN 3
HEATHER RING



DESIGN 4
STUD COLLAR TIPS

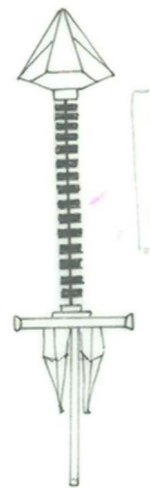
Baguette : 2*4



DESIGN 5

ANCHOR BROOCH
ANCHOR TIE PIN

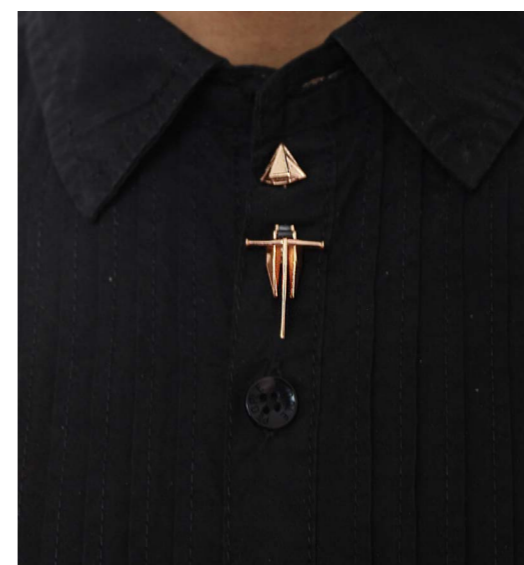
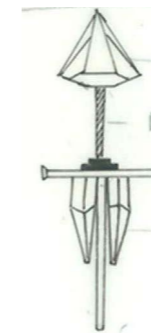
Baguette : 2*4



DESIGN 6

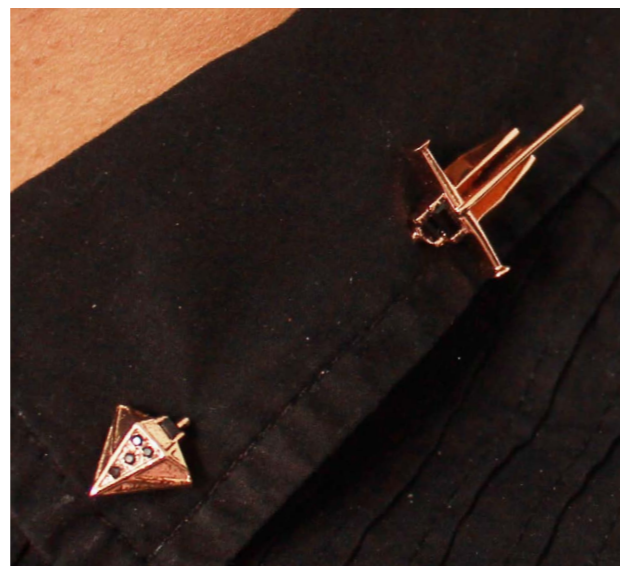
ANCHOR CENTER COLLAR PIN

Baguette : 2*4



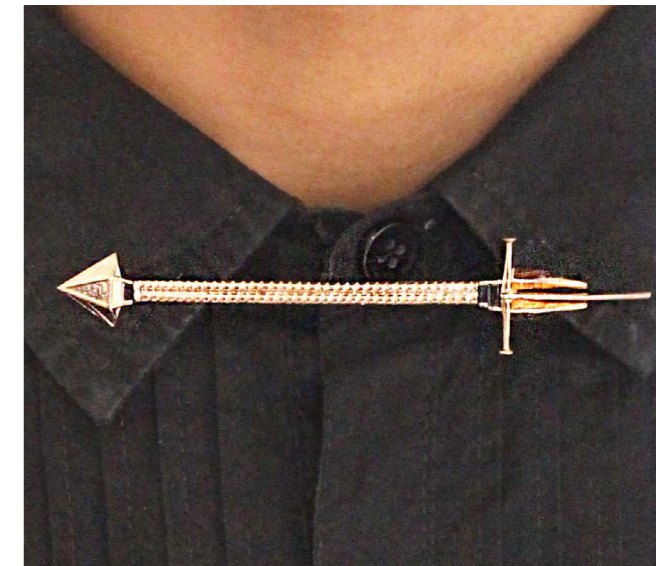
DESIGN 7
EXTENDED COLLAR PIN
LAPEL PIN

Baguette : 2*4



DESIGN 8
TEXTURED COLLAR BAR

Baguette : 2*4





O U T H O U S E

COLLECTION

3

FITBIT



Our slimmest wristband yet

Removable tracker fits in bands, bangles & pendants



Style it for fitness.
Style it for life.

Fitbit Flex 2 is an ultra-slim, swim-proof fitness wristband with a removable tracker that fits into bands, bracelets or pendants—so you can effortlessly track all-day activity, exercise and sleep in a style that's all your own.


The first-ever swim-proof, swim-tracking wearable device from Fitbit, with Flex 2 you don't have to worry about getting it wet—in the sink, shower, pool, even in the ocean! Just like the original Fitbit Flex, Flex 2 makes advanced health and fitness tracking effortless with automatic all-day activity, exercise, and sleep tracking to show how your entire day adds up, keeping you motivated and accountable to reach your goals.

The minimalist display uses color-coded LED lights to highlight activity progress, and can even keep you connected with call and text alerts when your phone is nearby. And the long battery life (up to 5 days*!) will ensure you won't miss a step, day or night!

Fitbit Flex 2 Fits Your Style

Fitbit Flex 2 features an ultra-slim, minimalist design (it's 30% smaller than the original, groundbreaking Fitbit Flex!), and can be accessorized with a variety of bands, bracelets and necklaces to match every mood and outfit. Wear it alone, or stack it next to your favorite bangles, watches, and other jewelry to express your personal style for every moment of your life—from the gym, to the office, to the beach, even a night out on the town.

Standout Features

 **Swim-Proof**
Track swimming

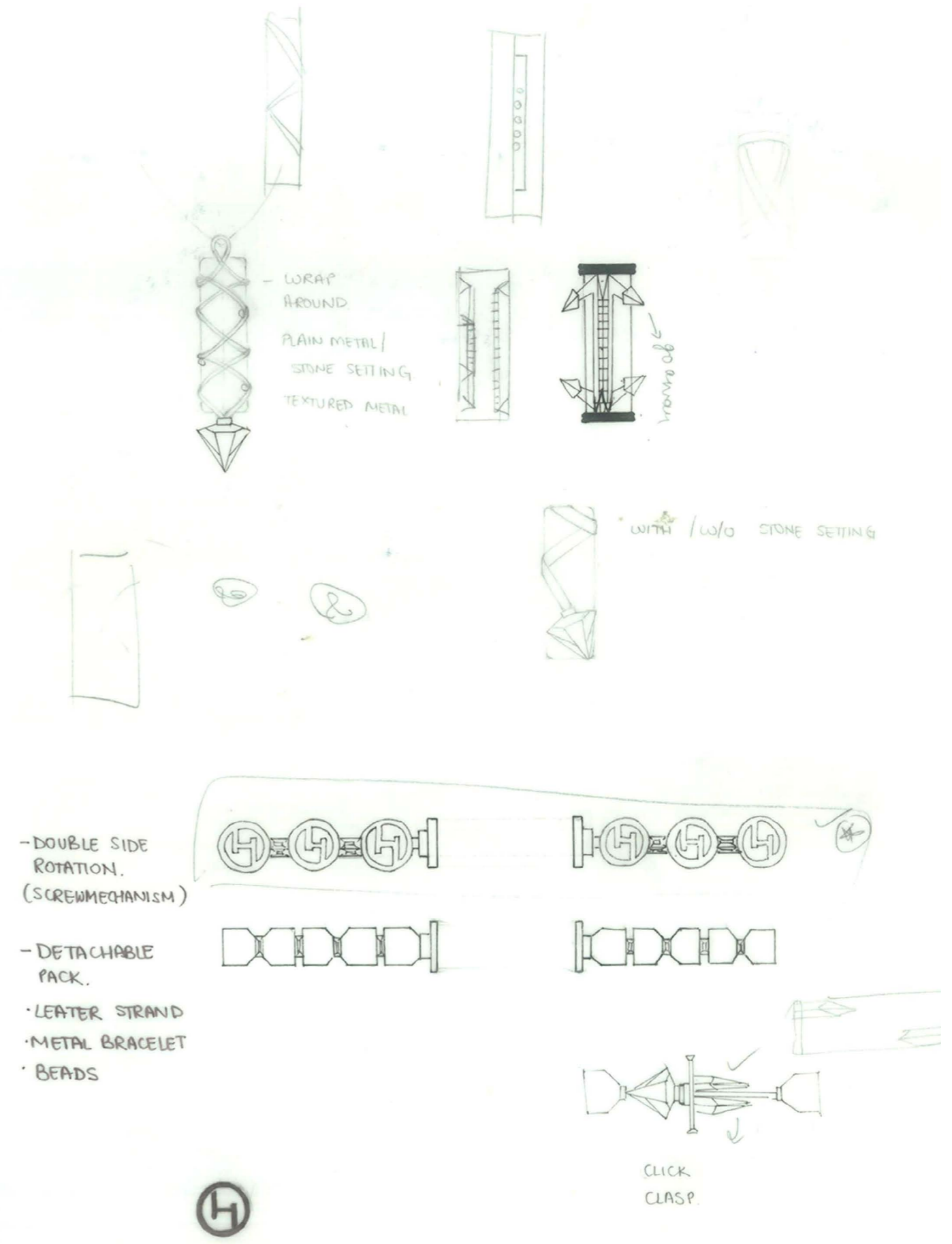
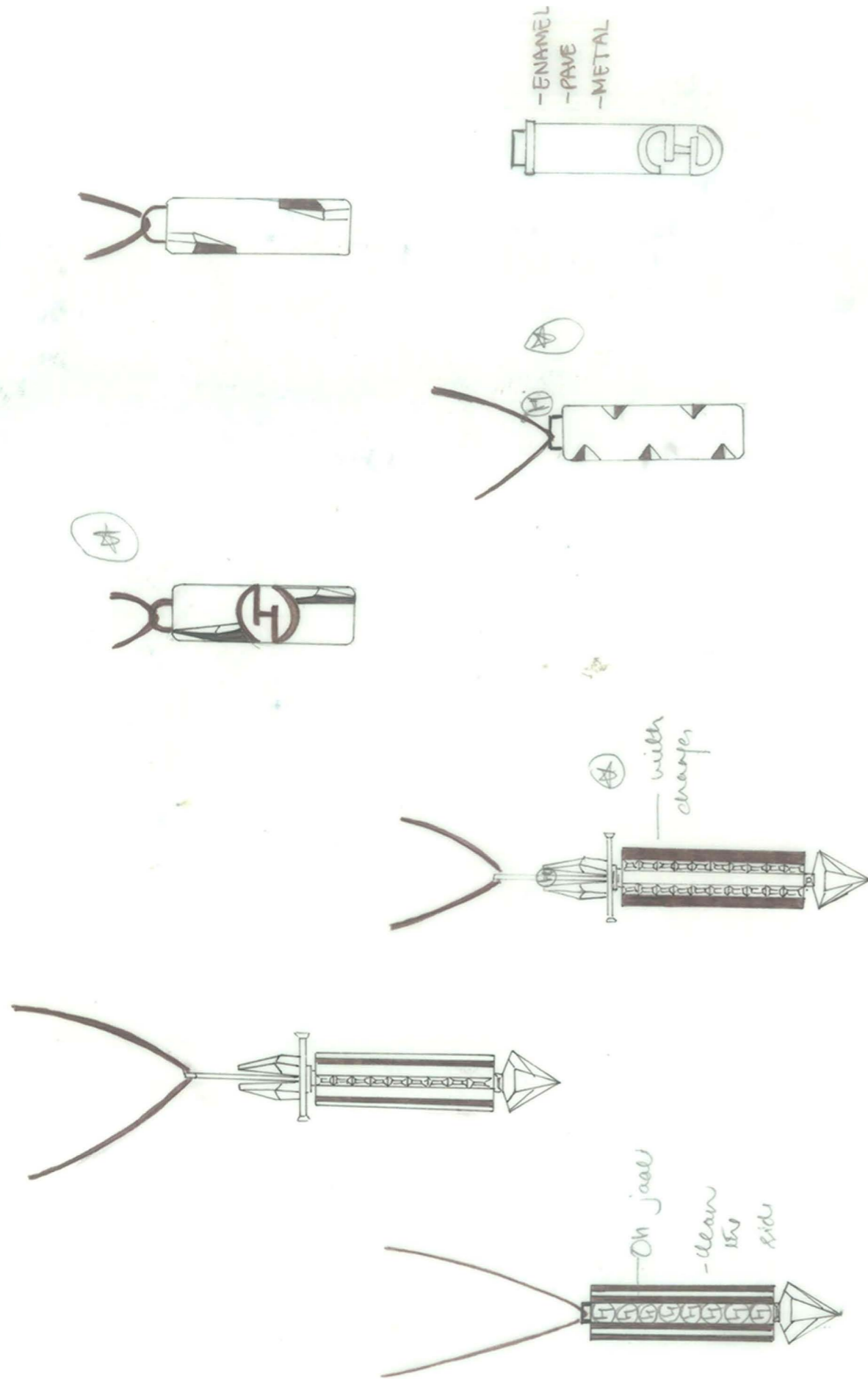
 **Interchangeable Accessories**

 **Reminders to Move**

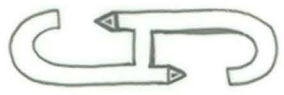
 **SmartTrack™**
Auto Exercise Recognition

 **Call & Text Notifications**

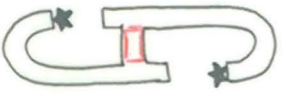




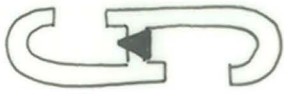
STONE - 1



STONE - 2



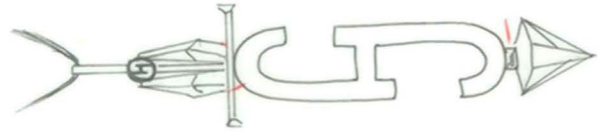
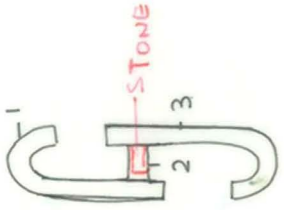
STONE - 3



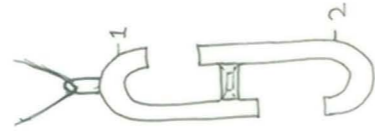
FULL STONE



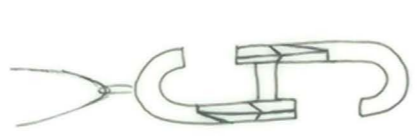
DIFF. COLOURS



PENDANT



COLOUR - 1/2
STONE



knife
edge

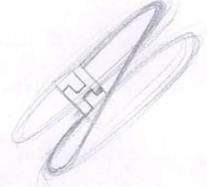
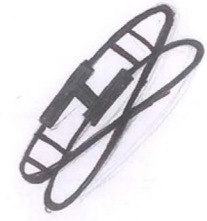
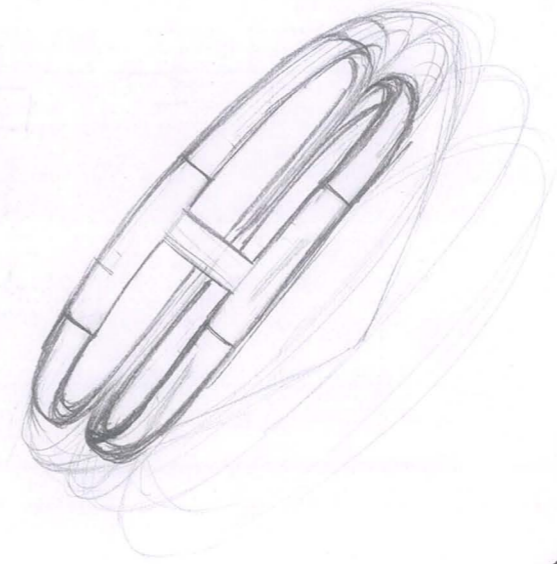
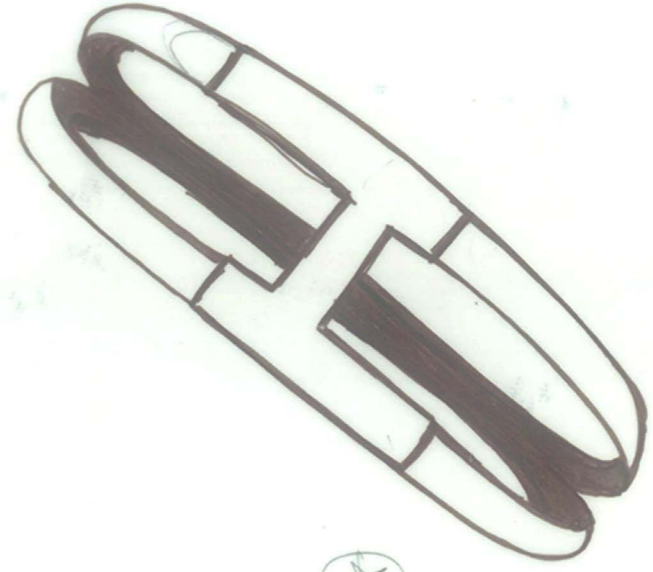
clean
metal

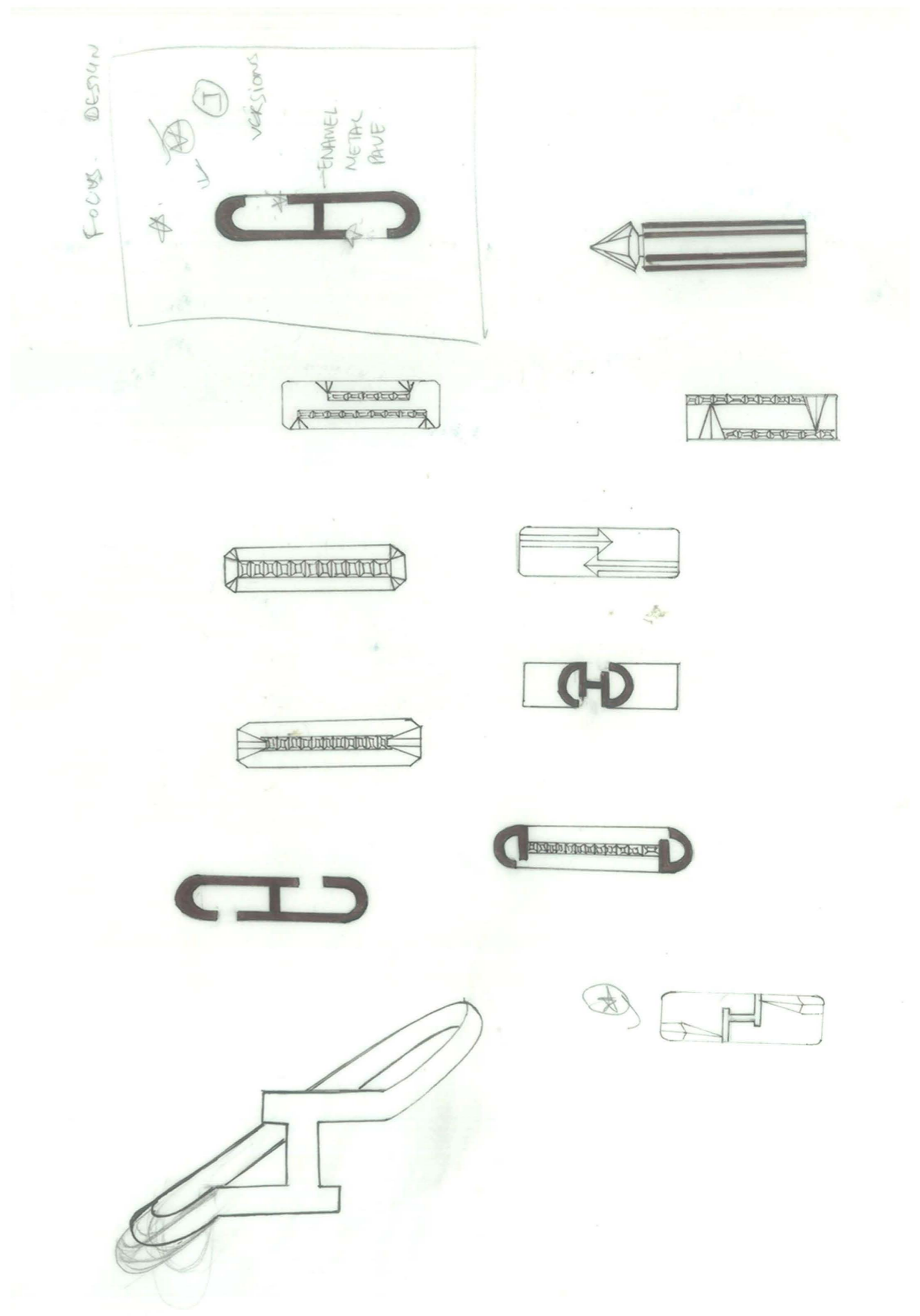
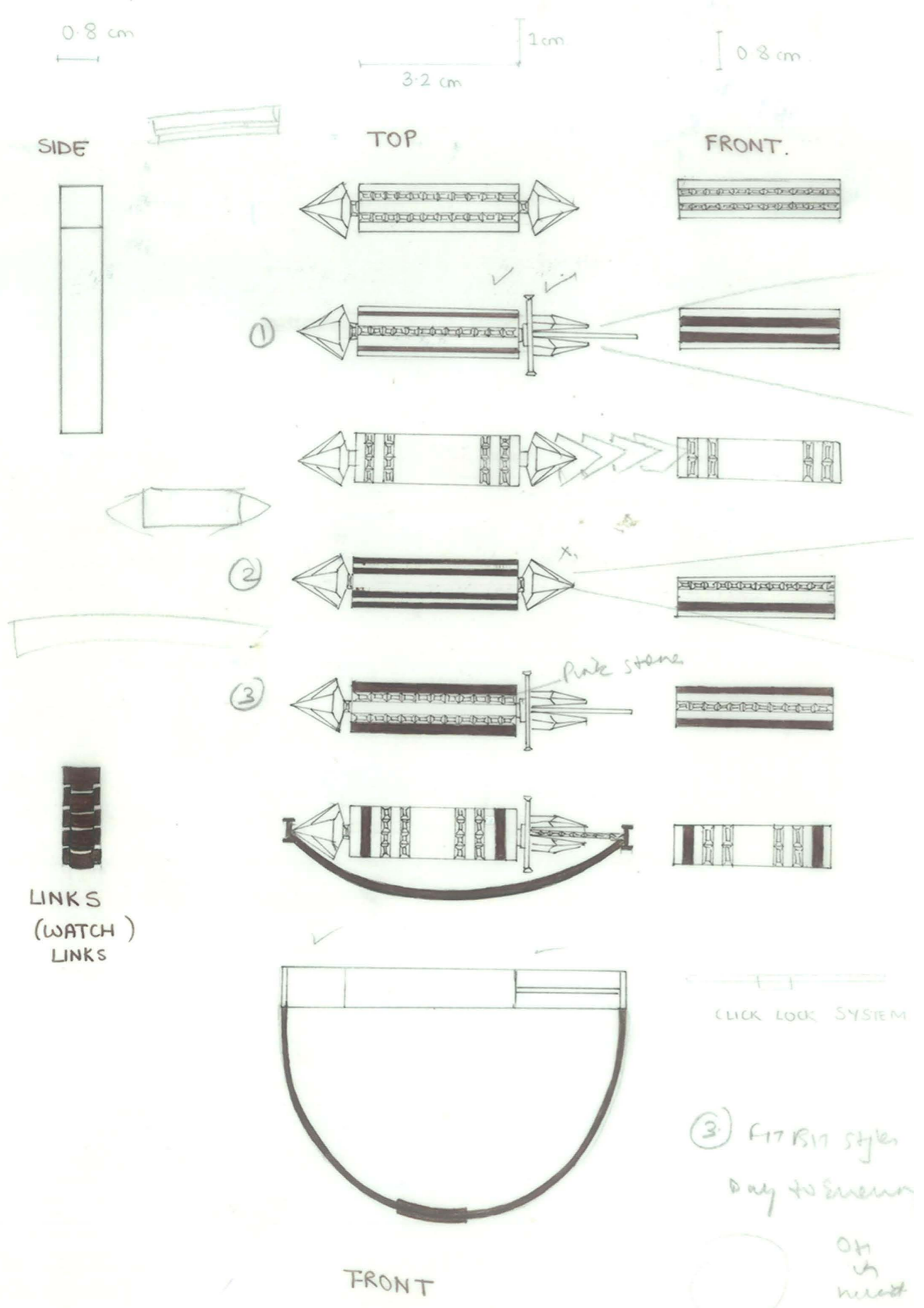


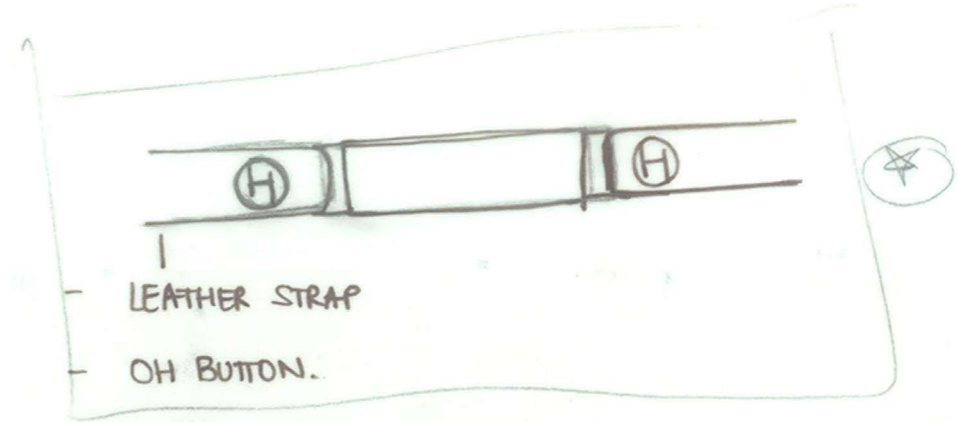
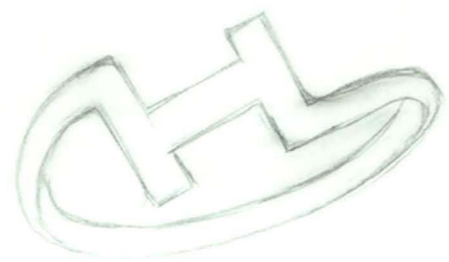
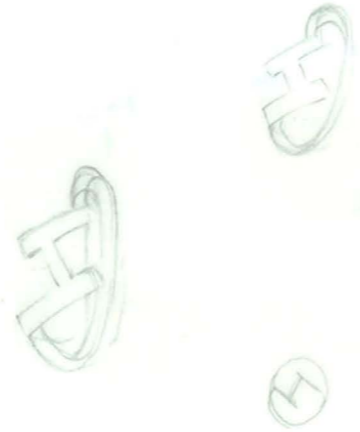
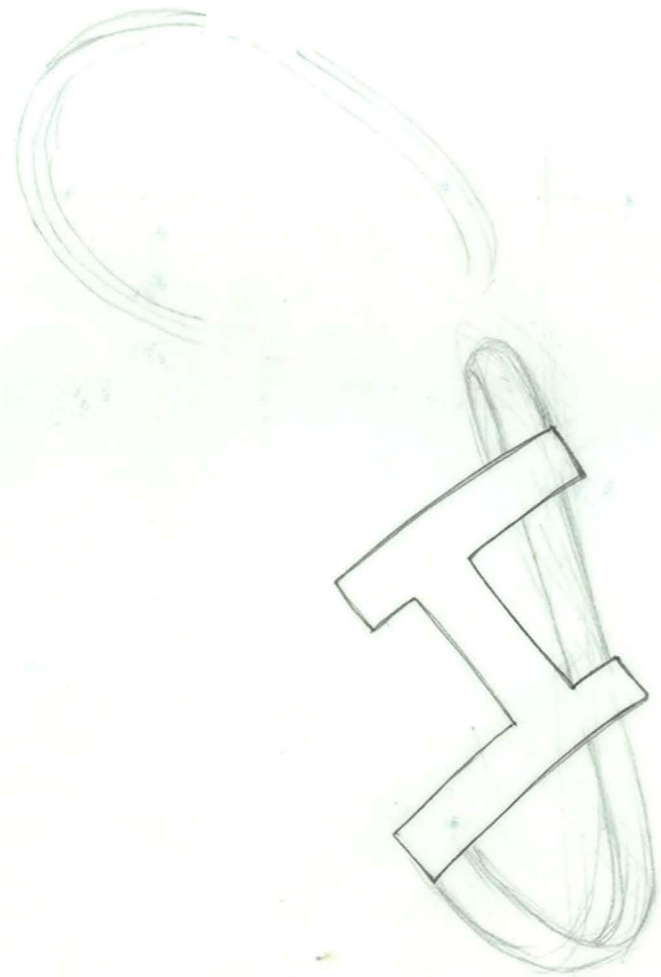
OH → 4448



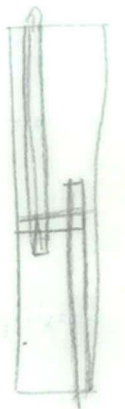
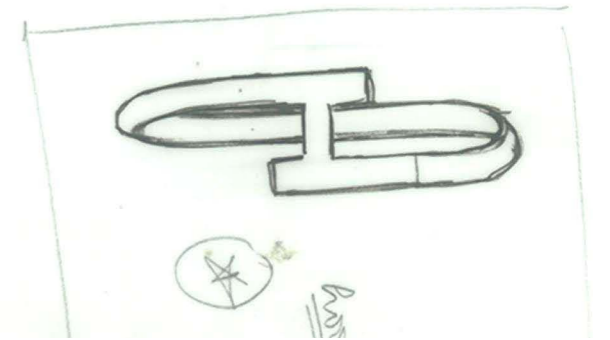
OH → 4448
METAL BARS





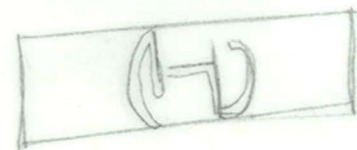


G

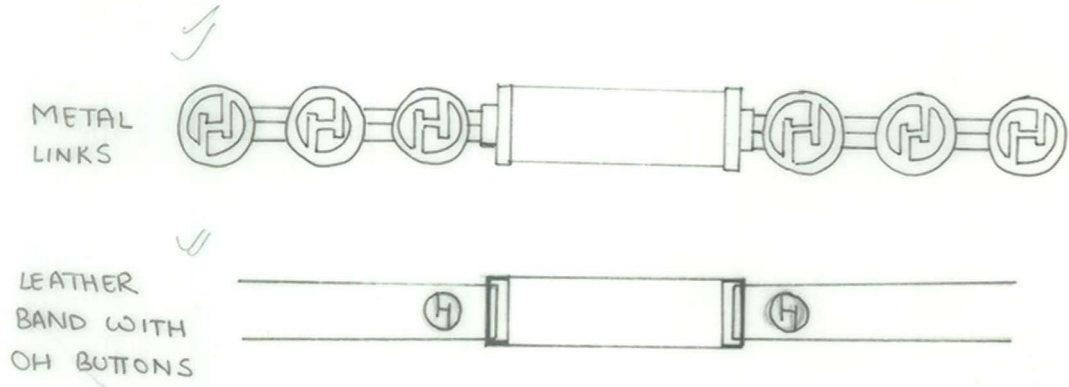


Tachy.

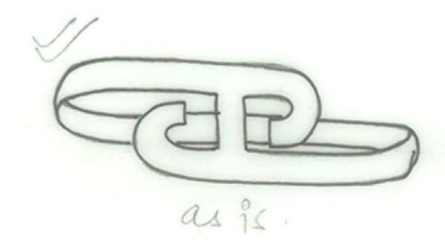
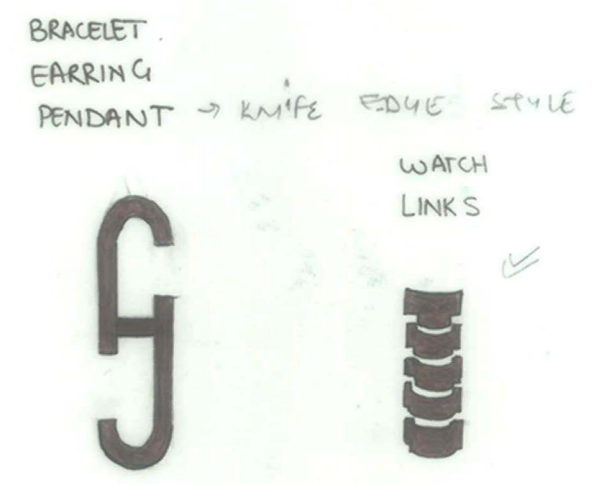
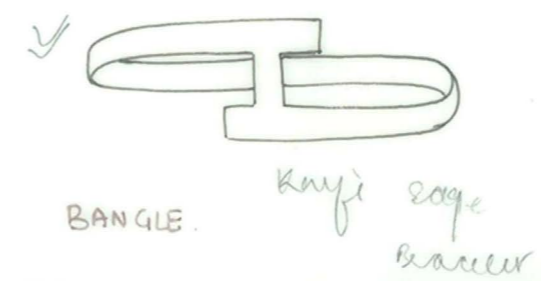
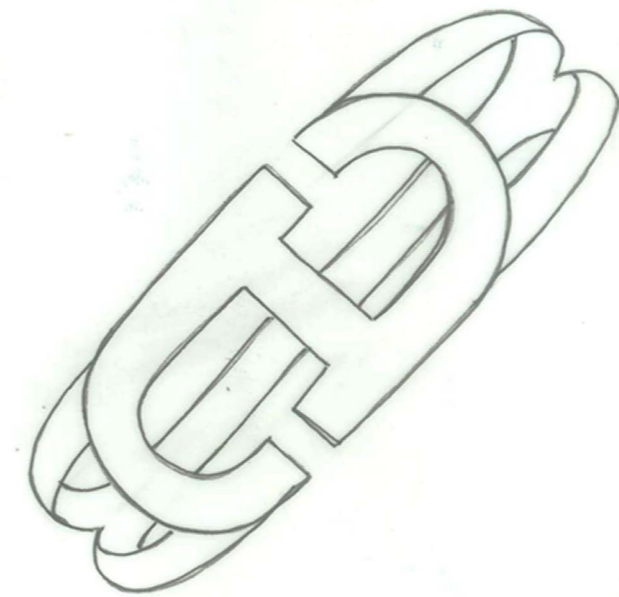
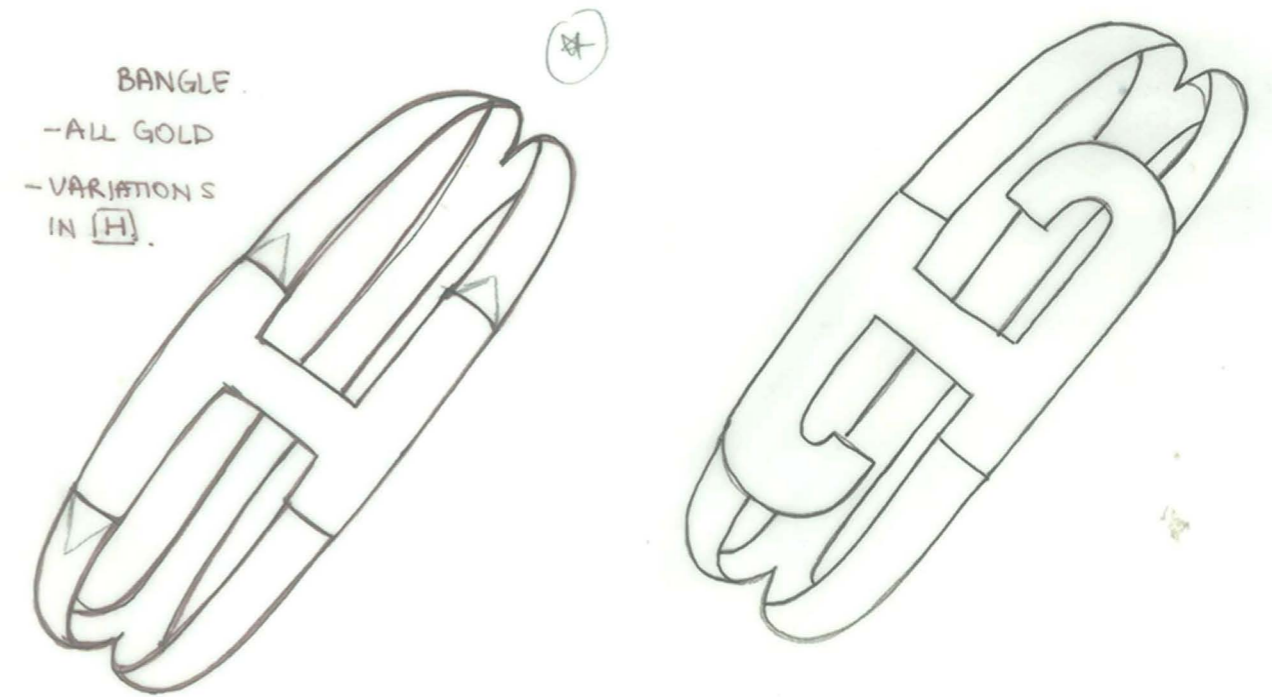
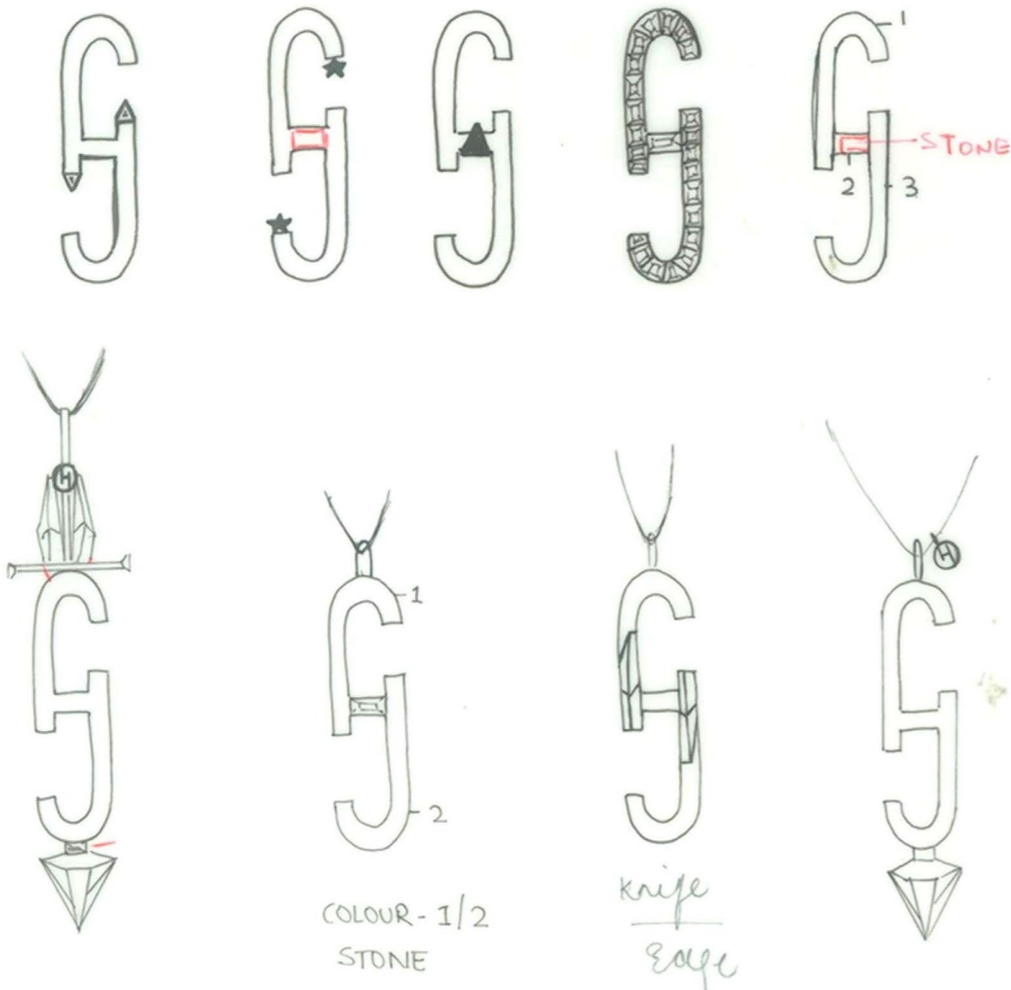
H



DESIGN COMPONENT SHEET



STONE - 1 STONE - 2 STONE - 3 FULL STONE DIFF. COLOURS



DESIGN 1

FITBIT OUTHOUSE BRACELET



DESIGN 2

FITBIT OUTHOUSE PENDANT





O U T H O U S E

PROJECT

4

P A C K A G I N G


AUTHENTICATION CARD


O U T H O U S E

We certify the authenticity of this item and confirm that it has subjected to the most exacting quality control. It's high quality is a symbol of the fine reputation of the Trademark. This item has been produced only using the best materials and employing the knowledge and craftsmanship of supreme caliber. It has been handcrafted in base metal using 22 karat rose gold plating. The stones used are SWAROVSKI ELEMENTS along with semiprecious stones.

Authentication

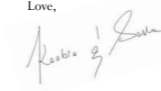
BRAND BOOKLET



OUTHOUSE is one of the leading Bridge Jewellery House's in the country today. We pride ourselves on being dynamic, vibrant and eccentric. Guided by their uniquely sophisticated but dramatic sensibility, Kaabia & Sasha; the sister duo behind Outhouse, combine unique elements to create their bridge collections, centred around 'perfection'.

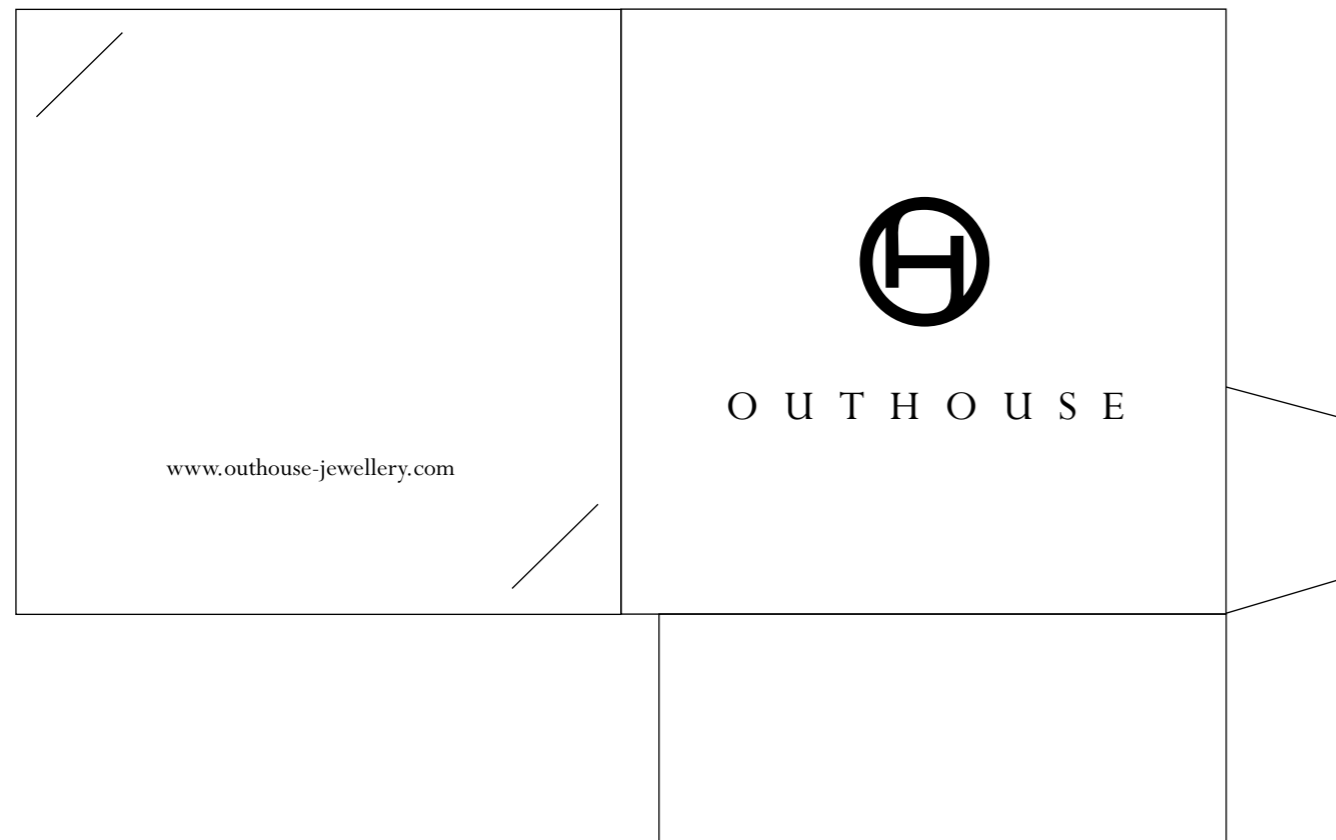
Outhouse thrives on constantly pushing the envelope of design, redefining how fashion jewellery is perceived and adorned; every piece aims to be a work of art and a conversation starter. What makes us irreplaceable is our brand values, which is to offer women across the world a

Universe of high quality. Hand finished. Modern and Contemporary Jewellery at affordable prices.

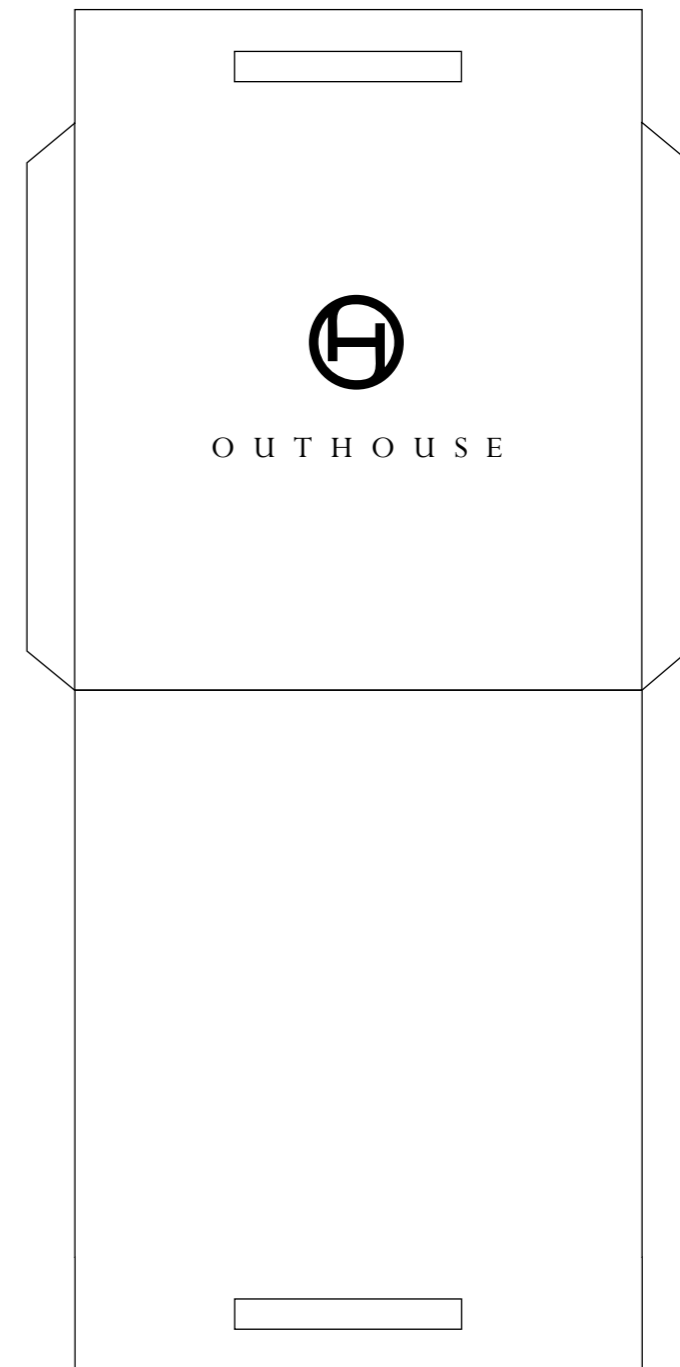
<p>Outhouse's core principal revolves around the balance between design and craftsmanship, where every creative expression honours age old artistry. Hand crafted at our studio in India, the jewellery is a culmination of technical prowess and undivided attention to detail that make Outhouse inimitable. Every facet from the blush pink hard box that encases our jewellery, to the scintillating gold logo; a self-designed hallmark, expresses the love we want to share with you.</p> <p style="text-align: center;">Love, </p>	<p style="text-align: center;">CARE ADVICE</p> <p>To maintain the value as well as to preserve the beauty of your piece please observe the following:</p> <ul style="list-style-type: none">• Store your jewellery in the original packaging or a soft pouch to avoid scartching• Jewellery should be stored in a dry place away from humidity, moisture and extreme temperatures.• Clean with a soft cloth to maintain the original, lustrous finish and do not rub your piece with anything coarse or abrasive.• Please remove your jewellery before washing up and applying body care products as it could harm the metal, reduce the life of the plating and cause discoloration and loss of crystal brilliance.• Put on jewellery last when dressing and first when undressing.• Avoid hard contact (e.g. knocking against objects) which could cause scratches, chips and other damage.
--	---

outhouse@outhouse.co.in

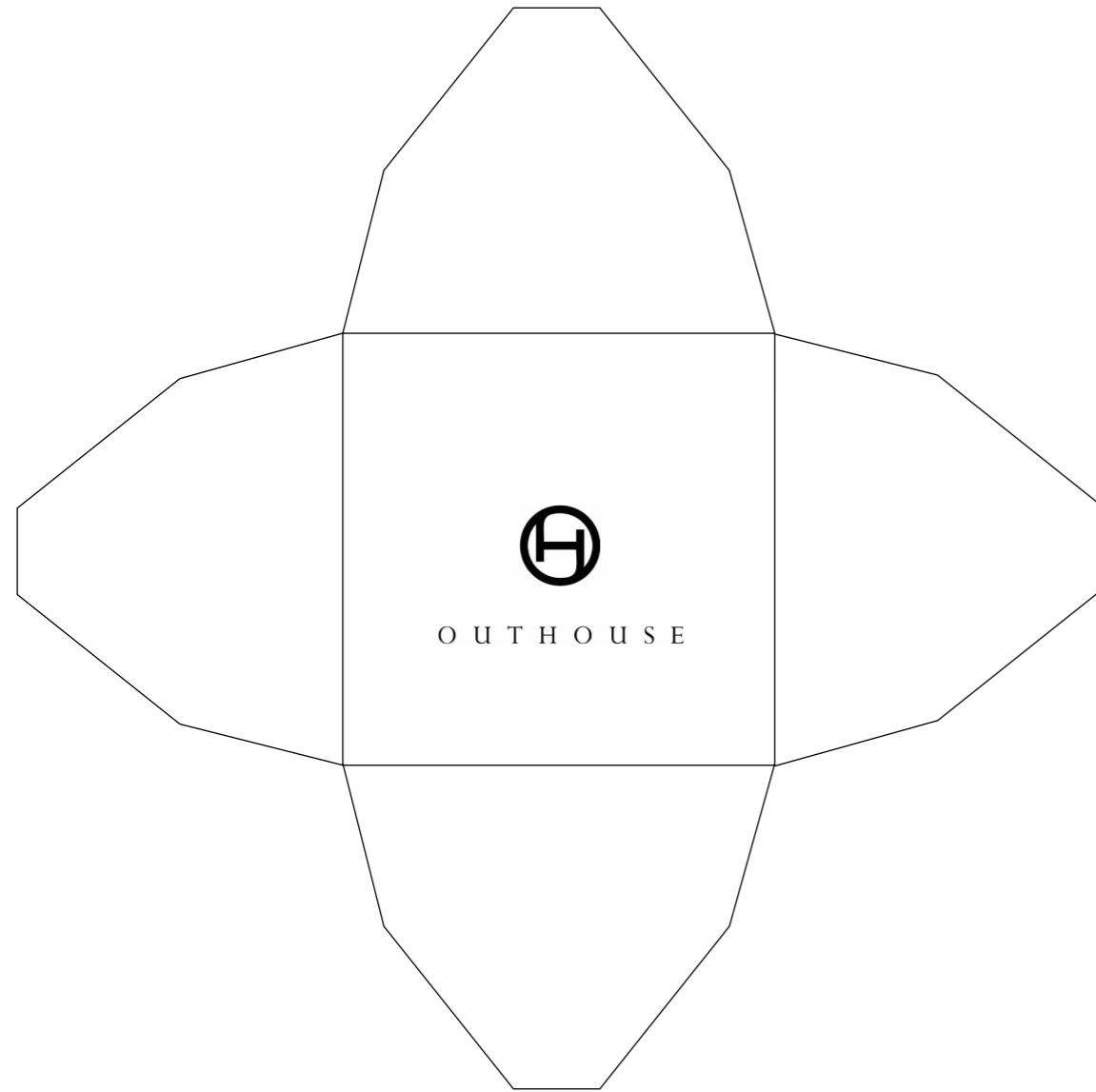
BOOKLET COVER



BOOKLET ENVOLOPE



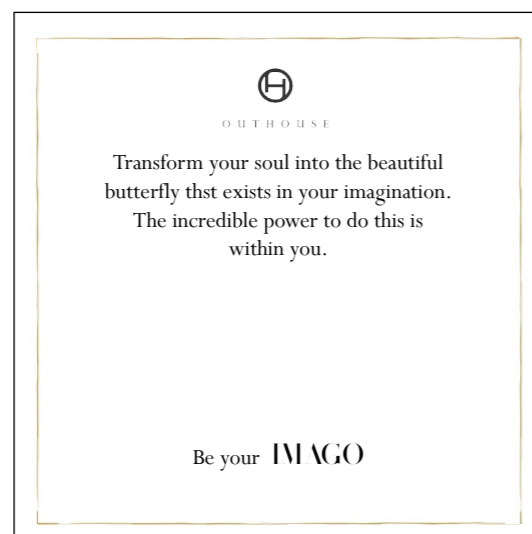
|
PUSH POCKET



|
VISITING CARDS



IMAGO GIVEAWAY
CARD



LAKME INVITE



9 GRID MAP FOR
MUMBAI STORE LAUNCH



OutHouse  Mumbai

SOCIAL MEDIA POSTS



IMAGO
SS 2017



IMAGO
SS 2017



IMAGO
SS 2017



IMAGO
SS 2017

CONCLUSION

Reflecting back on the 20 weeks that I spent in the OUTHOUSE design studio, doing my graduation project, I realize how immensely enriching the experience was. The graduation project contributed not only to the development of my skills, but also in empowering my practical knowledge. I learnt that the frequency difference between the thinking of a design student and the requirement of the market was explicitly large.

There were also certain parameters that were to be followed while designing which helps in the design being production friendly as well as cost – effective.

Being a part of the entire process from the ideation to the final product to its marketing, helped me absorb every aspect of how the company functions and broaden my knowledge about a start-up costume jewellery firm.

My entire project was full of challenges and helped me bring out the best in me.

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