

Limited Edition Kundan Polki Jewellery Watches

By Titan | Category: Design Honour

The Nazakat Collection marries the heritage of Kundan Polki Meenakari technique with watchmaking. With an average price of Rs. 6 Lakhs, this collection targets the super elite consumer through a differentiated design story. This is a one-of-a-kind concept, not marketed by any watch manufacturer in the world and adds novelty to its proposition. A limited edition of 13 watches was launched in April 2016 through customer events and trunk shows across the company's top stores. 8 watches were sold within a few months. The biggest success of this concept was the repeat orders by customers. Another 30 watches were launched in October 2017.



The Innovation

Kundan Polki Meenakari is one of the most beautiful and rare Indian Jewellery making techniques. It is a specialised technique that requires a high degree of skill. Artisans trained over decades make intricate patterns on gold, by hand. Over last few decades, this art has been slowly diminishing owing to the declining interest, currently limited to few pockets of Jaipur, Varanasi and Kolkata. However, due to its exclusivity, it falls under the 'luxury' category and commands a high premium among elite customers.

The aim of this project was to develop one-of-a-kind watches using the Kundan Polki Meenakari Jewellery technique, making this a unique proposition of marrying the best in watchmaking with delicate jewellery craftsmanship. A set of unique designs were developed at Titan, which were co-created with the help of the Nebula plant and a Jaipur-based vendor. The case of the watch was machined in 18KT and the jewellery bracelet was



Impact of the Innovation

cost saved

₹5.5 mn



handcrafted in 22KT gold. After many iterations and taking into account all quality checks, a limited-edition collection of 13 watches was developed. Using techniques like Kundan Polki, Partaj, Benarasi Meenakari and Pachranga. These watches brought together wholly different worlds - the exacting world of fine watchmaking and the creative world of artisanship in a seamless manner.

Each watch is non-replicable and numbered as part of the limited-edition collection. The average selling price of each watch in this collection is Rs. 5.5 lakhs, the highest-ever in the history of Titan watches. The collection was launched in select WoT stores across Delhi, Mumbai and Chennai. The 'Nazakat by Nebula' catalogue exquisitely narrated the story of every watch - bringing to life every technique in a visual form. 100 catalogues were personally addressed to Platinum Club members of Encircle and HNI customers that have invested in Titan, each carrying a personal message from the Managing Director.



Overcoming Challenges

It was a new and one-of-a-kind concept that was unlike any other in the market. Since there was a sizeable investment associated in the development of this project, making too many watches using this concept was challenging as any unsold watch would add back to inventory. To counter this situation, one prototype for each of the designs was developed with the Jaipur vendor. These prototypes generated an overwhelming response among all internal stakeholders. After forming a consensus within the group, it was decided to create exclusive pieces for a limited-edition collection.