

# SHUBHAM - Redefining Heritage Gold Temple Jewellery

By Titan | Category: Design Honour

Inspired by heritage sites and temples of India like Hampi, Bhubaneswar and the Huthee Singh Temple, and using a fusion of old and modern jewellery techniques, this project aimed to redefine the heritage jewellery space. The Tanishq Shubham Collection makes a woman proud to pass it on as an heirloom, is made up of statement pieces that are stylish and can be worn everywhere and has workmanship that is different from the regular P.JWS and plain jewellery. The Shubham Collection gives the traditional, yet modern Indian woman a heritage look, that will be forever timeless, elegant and classic.



## The Innovation

The Tanishq Shubham Collection focuses on redefining the heritage gold temple jewellery space in India. The aim was to design a heritage collection inspired by the temples of India that one would be proud to pass on as an heirloom, and which can be worn by Indian women everywhere. The jewellery incorporated distinct workmanship and combined *karigari* skills from across India. Shubham has the fusion of different gold jewellery making techniques in one product.



## Overcoming Challenges

The biggest challenge was to get *karigars* to experiment and gain confidence in creating an innovative fusion of different gold techniques. Explaining to the *karigars* (working with vendor partners in different regions like Kolkata, Ahmedabad and South India) on a one-on-one basis, design-wise on how to blend old and new techniques was a challenge.

Impact  
of the  
Innovation

sales value

₹3480 mn

