



# Creative, entrepreneurial, and branding strategy for a novel jewellery line

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Mavromoustakaki, Aikaterini Despoina

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Jewellery is considered to be the epitome of beauty and luster. Thousands of years ago, man was creating unique jewel pieces, on the basis of ornamentation of the body, demonstration of social status and expression of socio-economic and cultural aspects of their life. Forms depicting nature, scarce or everyday materials, processing methods and fabrication techniques of the past, are still in practice today, and if combined with contemporary jewellery practices, the results present opportunities for design innovation. Technology-enhanced jewellery is entering the market, gaining market share and positioning themselves next to widely-known branded enterprises. The Millennials seem to respond positively to this technological call, showing interest towards augmented jewellery pieces that offer enhanced features when compared to mere adornments. This new era encourages innovative concepts and searches for the features and the ways that will become a game-changer within the jewellery industry. This research is looking for innovation in all sectors involved in the creation of jewellery, from its history and the trends, to the designing process and the technology that affects parts of the design. Smart jewellery is a wearable with a more aesthetic and quality taste, pairing with technological tools, to please the discerning and demanding user of today.

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