

DESIGN; - DESIGN STYLES / IDENTITY

A unique design style or identity is really useful, especially if you are thinking about making jewellery to sell.

This is what makes your jewellery different from the jewellery that is already out there... There is no point making something that already exists!

WHY HAVE A PARTICULAR STYLE

Having a particular style, or idea that brings all your work together can be really helpful. This can help you to focus in your own design ideas, if you're someone who gets easily carried off on new different ideas, coming back to your main design identity, along with / instead of using a design brief can help you keep on track.

Having a particular identity or focus can help you to learn and master your skills, by focusing on one thing / area at a time, you will be able to practice a certain set of skills, before moving on elsewhere.

If you're working to create jewellery to sell, having an identifiable design style is really helpful, so that customers can know the kind of thing to expect from you, and so that customers can remember you...

If you don't stand out from the other jewellers out there - how can a customer or possible customer remember you, and why would they choose to come back to you! Your aim is to carve a niche for yourself that potential customers will notice, and you could become the go-to designer for that type of jewellery.

This, of course leads into branding and marketing for selling your jewellery and is very much inter-related.

**WHY SPEND TIME AND ENERGY
CREATING SOMETHING THAT
ALREADY EXISTS?!**

EXAMPLES

KERRY THORN - Thorn & Claw Jewellery



UTE DECKER - Sculptural Forms , A Leader in Ethical Jewellery



ELSA TIERNEY - Sculptural Figures



GILLY LANGTON - Hand Dyed Elastic and Silver Jewellery



JANE ADAM - Anodised Aluminium, Silver and Gold, Nature Inspired



TIP - Of course what you like can change - identifying your current style or preferences out will not commit you to forever only making dainty geometric jewellery for example - this is something that you can constantly adapt or re-evaluate and can change from year to year, or from one design to the next. No-one is ever just one thing!