



TANISHQ

FLAWLESS FUSION OF TRADITIONAL WITH CONTEMPORARY

Using new fusion techniques and product adaptations, Tanishq develops a distinctive jewellery line to appeal to the masses.

OVERVIEW

As a major pioneer of diamond production, and home to one of the world's fastest-growing diamond markets, India presented a wealth of opportunities to diamond manufacturers and retailers. Combining the techniques of fusing 22 karat gold with the granulation and veni wire techniques used in 18 karat diamond jewellery, Tanishq has created a light-weight, innovative, beautifully designed new collection – Zyra.

By taking inspiration from floral explosions, and using innovative techniques, gem manufacturer extraordinaire, Tanishq, created a collection that not only appealed to the traditional gold buyer, but could also be afforded by all jewellery aficionados within the Indian market. Tanishq's goal was to sell its jewellery to consumers at popular price points without compromising on diamond quality or gold purity. This new collection consisted of over 130 pieces of diamond-crafted products.

INNOVATION

The team at Zyra had a very specific goal in mind while embarking upon this innovation – they wanted to design an entirely new, distinct product line, nominally priced between ₹25,000 and ₹50,000 while also maintaining a high value for money. In addition to this, they also aimed to shift their patrons of plain gold to try out a new, studded product that would be within their price range. While the demand for gold in India has been consistently high, consumers within the nation recently began to invest in the diamond market more aggressively. Tanishq aimed to merge design aesthetics that traditional gold buyers looked for and adapt them to the studded category.



Zyra would provide something new and exciting in the industry for customers, and purchases in the studded category would mean increased profitability for the brand while yielding a higher gross contribution. To successfully stand out in the existing market while simultaneously providing potential customers with product and price benefits, was potentially daunting, and any decisions for the collection had

CASE STUDY

YEAR OF IMPLEMENTATION: 2015

INNOVATION IN A NUTSHELL

A combination of traditional design and innovative techniques led to the creation of Zyra, a product line that was distinctive in design, priced within their customer's affordability bracket and provided a high value for money.

While the demand for gold in India has been consistently high, consumers within the nation recently began to invest in the diamond market more aggressively. Tanishq aimed to merge design aesthetics that traditional gold buyers looked for and adapt them to the studded category.

Zyra was inspired by visuals of exploded collections of flowers. Tanishq deemed that their graphical representation added an additional dimension to their exquisiteness. Flowers including sunflowers, lilies, roses, hydrangeas, gerberas and chrysanthemums were used to take inspiration from, and give the collection a fresh and unique look.

to be taken based carefully on five categories. Inspiration was integral to the brand in developing a distinctive line. Zyra was inspired by visuals of exploded collections of flowers. Tanishq deemed that their graphical representation added an additional dimension to their exquisiteness. Flowers including sunflowers, lilies, roses, hydrangeas, gerberas and chrysanthemums were used to take inspiration from, and give the collection a fresh and unique look.

Zyra used innovation, and adapted manufacturing techniques to draw in non-traditional diamond customers. The product line was developed by incorporating established 22K gold techniques like Veni (twisted) wire, granulation, stamped flowers and enamel into a studded collection, thereby making diamond jewellery more appealing to avid customers of the 22K gold market. Moreover, the use of enamel highlights added a hint of colour in certain pieces. Traditional gold techniques merged with modern design gave a unique look to the product line. Modular designs were used in the collection to make products more appealing to the consumer. Some of the special features included necklaces with detachable pendants, magnetic necklaces that could be fashioned as pendants, ear danglers that could be converted into studs, jacket earrings and even interchangeable stones for certain products. This particular feature gave customers a feeling of newness and a number of wearing options within a single product – hence, truly amplifying their initial agenda of making a value-for-money, fine quality product.



Simple science was used to create an incredible visual impact in each of the pieces. Colour coating on the gold, also called e-coating of gold, was applied to certain areas of the piece. This application results in the formation of some unbelievable design patterns because of the reflected e-coated surface with the reverse polished and mirrored rhodium-plated gold surface. Thanks to original thought and a distinctive process, the reflection of the products produced continuous visual changes depending on the angle it was being viewed from. Necklace sets were priced at values lower than ₹1.5 lakhs

and earrings were all below ₹50,000.

The Zyra collection comprised of products that were delicate and judiciously designed. Using cutting-edge, advanced manufacturing methods, the pieces of the collection gave the end consumer the perception that the diamonds used had a higher carat count than they actually did. These illusion settings were opted for as an added feature to get great price value equations for the products created. Zyra was not only being seen as a dynamic and unique concept, but also resonated with the Indian consumer on a more emotional level. The financial success of the collection is a testament to how much consumers appreciated the product line.

Identifying and understanding current and potential customer needs was integral to the collection's success. These requirements were classified and dissected into four segments: tangible needs, intangible needs, stated requirements, and unstated requirements. Tangible needs of the customer included giving plain gold patrons a collection of studded jewellery that would appeal to them and be affordable. The intangible need that needed to be

Colour coating on the gold, also called e-coating of gold, was applied to certain areas of the piece. This application results in the formation of some unbelievable design patterns because of the reflected e-coated surface with the reverse polished and mirrored rhodium-plated gold surface.

Using cutting-edge, advanced manufacturing methods, the pieces of the collection gave the end consumer the perception that the diamonds used had more karats than they actually did. These illusion settings were opted for as an added feature to get great price value equations for the products created.

Since the aesthetics of each piece satisfied the design requirements of traditional gold buyers, it prompted purchases from them in the studded category.



addressed was to give customers a unique design using a fusion of veni wire technique of 22K gold and the rawa accent technique of diamond jewellery. The stated requirements that this new collection has to fulfil were to provide the current customer a new product (i.e. studded jewellery) that would appeal to them with an assurance of only the finest diamond quality and gold purity. Additionally, an unstated consumer requirement also had to be met by Zyra in terms of rolling out a collection that integrated the techniques used in traditional jewellery making with a contemporary look.

In a jewellery market defined by two major categories - diamond and gold, there was a need to spark a shift of customers from one buying segment to another. Since the aesthetics of each piece satisfied the design requirements of traditional gold buyers, it prompted purchases from them in the studded category. Moreover, the use of illusion setting techniques and modularity provided an increased product value for the potential consumer. An inventive approach towards creating different design aesthetics was taken by adapting 22K gold category products, such as 'sui-dhaga' earrings and string necklaces, to 18K studded jewellery, which allowed for an inimitable and elite collection, making it hugely alluring to customers within the Indian market.



CHALLENGES

As with any new business venture, Zyra faced challenges during its life cycle. Before it began its creation process, Zyra conducted detailed research with its vendors, and experimented with numerous samples, which led to the discovery of innovative illusion plates and other techniques that made a diamond look larger or gave the illusion of having a higher carat count than it actually did. While using ground-breaking techniques, it was imperative that the brand used combinations correctly as there was chance that the end result of the products would end up looking gimmicky and cheap as opposed to having fantastic visual appeal.

The second challenge faced by the team was the correct utilisation of 22K gold techniques being used in the collection's 18K product. This new innovative technique was far from easy and stood to be quite a risky affair as extensive research, analysis and planning went into replicating the handmade techniques used in 22K to the mass-produced 18K jewellery. It was vital to get this balance absolutely perfect so that the product would have the desired effect of being high quality and have a high value for money.

While modularity in the pieces was a novel idea, Zyra faced major difficulty in carrying out the objective. Since the size of each product was very small, it was a challenge for Zyra to adjust the detachable pieces within the products perfectly. These exclusive features and new methods required a great deal of trial and error, resources and R&D.

CHALLENGES FACED

- Finding the correct combinations while using innovative techniques to give each product the right aesthetic appeal
- Design differentiation and adaptation of techniques traditionally used on 22K gold jewellery on 18K diamond products
- Modularity of the products

With sales of over 135 crores till date, its financial success was almost unparalleled. The sales of the collection soared at an astounding rate, with over 10 crores worth of pieces bought in a mere 19 days.

SOLUTION

Detailed experimentation and research was conducted on the products in collaboration with vendors resulting in finding perfect combinations for the techniques.

RESULTS ACHIEVED

- A unique and well-priced product line that appeals to both consistent diamond buyers and traditional gold buyers
- The successful use of 22K techniques of 18K diamond products that other manufacturers in the industry could replicate



THE IMPACT

As a wonderfully curated collection, it came as no surprise that Zyra was one of the biggest success stories in the history of Titan. With sales of over 135 crores till date, its financial success was almost unparalleled. The sales of the collection soared at an astounding rate, with over 10 crores worth of pieces bought in a mere 19 days. Its success did not just come in its initial weeks. It received investments of ₹54 crores from over 4,860 buyers in 92 days. Its financial achievements were all the more impressive considering 50% of its customers were new Tanishq buyers or traditional buyers that purchased from the studded category for the first time.



Zyra took a simple floral design and created beautiful and unique products to sell to its consumers. Customers have been delighted with the collections' design and believe that the products present true value for money. To date, individuals choose from 25 exceptional pieces, and buy them at the rate of 1 piece per day.

THEIR JOURNEY POST-INNOVISTA

Zyra's success was a true game-changer for Titan. The collection's sales crossed ₹240 crores, and Tanishq amassed an additional 34% in the number of buyers it had. Zyra bridged the gap between gold buyers and diamond buyers, and caused a shift in the purchasing habits of typical gold buyers by moving them into the more profitable studded category.

The success of Zyra paved the way for two new collections, the first of which was called "Zuhur". It took cues from previous techniques that worked wonderfully to create the first set of pieces. Unsurprisingly, the new collection was as profitable as its predecessor. Zuhur accrued sales of over ₹170 crores since its launch, generated 30,000 tickets, and acquired a further 46% percent in studded buyers.

Known as "Niloufer", the second collection took inspiration from the Lotus flower and its life cycle. This collection incorporated Colorstone Ombre (also known as colour gradation) with light to dark pink sapphires. Niloufer reaped the rewards of further innovative techniques and gained over ₹150 crores in sales in the last eight months. Furthermore, it added to its current clients, and acquired 36% new studded buyers for Tanishq.

ZYRA veered away from tradition, and was a pioneer in design intervention in the mainstream studded category. All three collections launched within this industry have contributed to over ₹570 crores in sales and assisted in procuring a much larger customer base.

Customers have been delighted with the collections' design and believe that the products present true value for money. To date, individuals choose from 25 exceptional pieces, and buy them at the rate of 1 piece per day.

Customers have been delighted with the collections' design and believe that the products present true value for money. To date, individuals choose from 25 exceptional pieces, and buy them at the rate of 1 piece per day.

Zyra's success was a true game-changer for Titan. The collection's sales crossed ₹240 crores, and Tanishq amassed an additional 34% in the number of buyers it had.

ABOUT TANISHQ

Tanishq, India's largest, most trusted and fastest growing jewellery brand, offers traditional as well as trendy designs in gold, diamond and platinum. With retail sales of over ₹10,000 crores last financial year, Tanishq has consistently delivered value to its customers and shareholders. With over 160 opulent stores in over 80 Indian cities, Tanishq continues to rule the jewellery space in India.

