

Titan's watch brand Raga has collaborated with fashion designer Masaba Gupta to create a stunning and hugely popular collection of statement timepieces.

THE CONTEXT

Sales volumes of Raga, Titan's women's only watch brand which is known for its sharp design language, had turned stagnant. Market research revealed that a section of the target audience felt that the brand had not kept pace with fashion trends. The Titan team decided to collaborate with an external fashion designer to make the Raga brand fashion-forward without losing its essence.

THE INNOVATION

In a first for the Raga brand, Titan decided to collaborate with a young and renowned fashion designer to bring out a limited edition collection. It teamed up with Masaba Gupta, known for her bold designs and edgy style. The collaboration resulted in not just design, but also process and space innovations.

In terms of the design, the team translated Masaba's signature tribal and pop art motifs such as the Wanderer Elephant and Tribal Pillar into the watch form to create a series of unique timepieces. It conceived complex accessory-like constructions such as a multi-wrap to weave together these motifs. Each motif was ergonomically carved to ensure a proper fit on the wrist and to make the watch leaner and lighter. Signature elements such as an enamelled crown, motifs as indices, and Masaba's branding were integrated into the design to add value. Masaba's signature hot pink colour was enamelled for adornment. The watches had an intricate jali-patterned dial. In addition, the team innovated a new leather strap clasp.

There were several process innovations. For instance, the company had to scale up the intricate details of handcrafted jewellery for mass production, and create new processes to produce an antique jewellery finish. Finally, the collaboration also resulted in a new Indo-fusion design space with Masaba.

KEY CHALLENGE

TO CONVERT MASABA'S CONCEPT SKETCHES INTO ACTUAL PHYSICAL WATCHES

Each sketch was iteratively converted piece by piece to first a 2D render, then a 3D model and then into a physical prototype, until the desired look and form was achieved.



THE IMPACT

Following the launch of the Masaba Raga collection, the brand registered a record 16% growth in value terms over its previous year's growth of 3%.

The collection clocked sales of

14000 PIECES

Addition of value to brand

₹ 16 CR

Average brand UCP

₹ 4900