

Shine like a Diamond

By Titan | Category: Implemented Innovations

Tanishq's Diamond rate being significantly higher than the competition, any diamond product at Tanishq would look much smaller in spread as compared to competitor's piece at similar price. The challenge was to give a very-high-perceived value-for-money product to the consumer. The Innovative culet cup setting with White Topaz stone was the solution that makes it look more like a diamond.



The Context

LIGHT REFLECTION IN A DIAMOND



More shine, brilliance and luster

LIGHT REFLECTION IN A WHITE TOPAZ



Very less shine, no brilliance, no luster and translucent



VS



perceived value. The cup collets were then cautiously used in the designs in a way that it subtly enhanced product spread, not making it look gimmicky.



The Innovation

Extensive R&D was done over a period of 2 months on various illusion techniques that resulted in the innovative culet cup with white Topaz stone. Each Topaz has been set with new type of collets and stone setting called "culet cup setting". Actual white topaz doesn't have luster & shine of the diamond, it is very translucent. Diamonds reflect light which gives strong luster and shine. To get this luster in white topaz, there had to be a metal surface at bottom of the stone to reflect the light. Cup collets were made precisely and mirror finished surface at technically arrived inclination made the White Topaz look more like a Diamond, thereby giving the product a very high



Overcoming Challenges

Challenge #1

Finding simulation look for big size diamonds

Challenge #2

Finding a low cost stone which can give similar brilliance and luster of Diamonds while not looking cheap / fake

Challenge #3

Creating perfect cup collets with mirror polished surface to reflect lights through the stones

Impact
of the
Innovation

revenue so far

₹711.14 mn

customers so far

1840