



RESPONSIBLE
JEWELLERY
COUNCIL



The World Jewellery
Confederation

SUSTAINABILITY

PROGRAMME FOR DESIGNERS

Embedding Circularity in Design

2021

PROGRAMME OVERVIEW

MODULE 01 | THE VISION FORWARD

OCTOBER 20



MODULE 02 | CIRCULAR VISION

NOVEMBER 03

Our Goal

LET'S CHANGE THE WAY WE DESIGN.

To begin changing the way we design, we need to first understand the importance of sustainability in our job and our lives. Most communication systems have so much waste that designers could almost choose any part of that system and quickly imagine ways to make the system more effective. However, this is easier said than done, and trying to do something out of the ordinary in the real world can lead to problems. Yet, this is not to say it can't be done. It is a case of identifying what it is we want to achieve, and looking at possible outcomes and ways of solving a problem. To design something that is economic could be something as simple as the ink we use, or where the paper we need has been sourced, for example. If graphic designers intend to change the way they design, then it's time to search for ways to use a lot less stuff and to use stuff with a much smaller carbon footprint.

Sustainability is about meeting the needs of our current generation while ensuring we meet the needs of generations to follow. For graphic designer Ryan Kavanagh, this means that as we use resources in today's world, we must make sure that there are resources left for our children, and our children's children.

Order a stamp package from your local Post Office today

MODULE 03 | DESIGN FOR THE FUTURE

NOVEMBER 24



vision creativity future

DESIGN FOR THE FUTURE

MODULE 03



MODULE 02 | KEY TAKEAWAYS

CHAPTER 01 | PILLARS OF CIRCULARITY

Transitioning to circular design contributes to the overarching agenda of the 17 SDGs and minimises resource consumption.

Mindsets & lifestyles are shifting, consumers are more aware of sustainability, their buying power and the impact their choices have.

A linear economy follows the “take-make-dispose” model and a circular economy is a closed loop system aimed at eliminating waste and the continual renewal of resources.

CHAPTER 02 | BENEFITS OF CIRCULARITY

The SDGs can be summarised by the 5P's people, planet, prosperity, peace & justice & partnership & designers can contribute towards them.

People: Design out inequalities and support communities.

Planet: Reducing Co2 emissions, water waste and limiting pollution.

Prosperity: Industry innovation and responsible consumption.

Partnership: Educating consumers, and collaboration

CHAPTER 03 | PILLARS OF CIRCULAR DESIGN

Over stock can be re-purposed and transformed in brand-new pieces, and certain components can be recycled.

Recycling of precious metals is prevalent within the jewellery industry and has been a prominent practice for thousands of years.

Upcycling and redesign can involve elements of recycling; upcycling is a method of using waste and transforming them into new products.

MODULE 03 | DESIGN FOR THE FUTURE

NOVEMBER 24

CHAPTER 01 | CIRCULAR DESIGN

Circular Design
Sustainable Design Strategies
Planning Circular Design

CHAPTER 02 | CIRCULAR BY DESIGN

Selection of Materials
Case Studies
Craftsmanship & Technology

CHAPTER 03 | DESIGN INSPIRATION

Design Inspiration 2022/23
Biophilia | Youthopia | Nextalgia

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Credits: WeUse

CIRCULAR DESIGN

CHAPTER 01

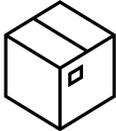
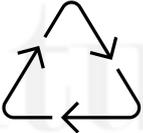
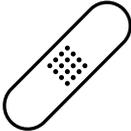
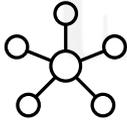
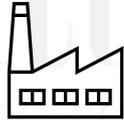


CIRCULAR DESIGN

- > The role of designers is to create and implement new solutions.
- > Design thinking is meant to innovate new solutions based on "bottom-up" human-centered approach.
- > Systems thinking is meant to manage change and integration based on "top-down" big picture view.
- > These systems complement one another.



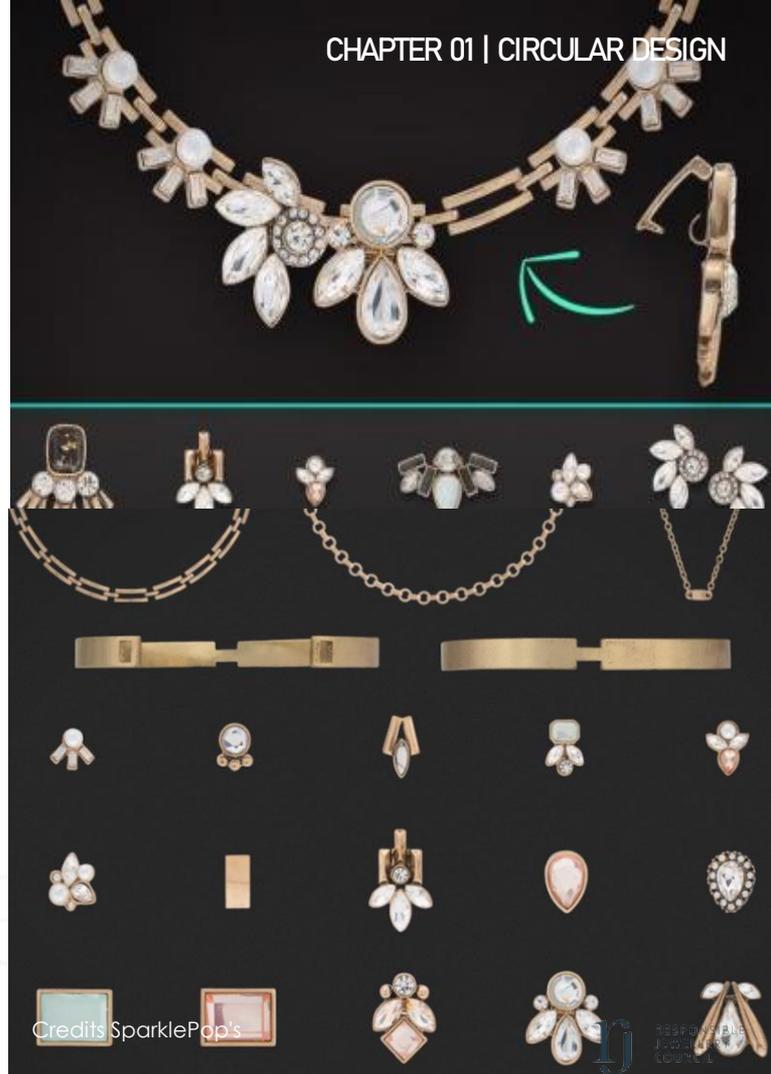
SUSTAINABLE DESIGN STRATEGIES

<p>Product Service System Models</p> 	<p>Product Stewardship</p> 	<p>Dematerialization</p> 
<p>Recyclability</p> 	<p>Repairability</p> 	<p>Reusability</p> 
<p>Disassembly</p> 	<p>Longevity</p> 	<p>Efficiency</p> 
<p>Influence</p> 	<p>Modularity</p> 	<p>Re-manufacture</p> 

Source: <https://medium.com>

PRODUCT DEVELOPMENT

- > Modular jewellery combats fast fashion with its ability to adapt to the changing trends.
- > Modular jewellery pieces allow the consumer **to create unique, personalised designs**, that can be changed or updated whenever the wearer pleases.
- > Thinking about new stone settings that could be easily separated to achieve a maximum materials recycling of the metals and the stones.
- > Different and new aesthetics to create easier separation between diverse metals used in one item.



COLLECTION MAPPING

- > **Quality Over Quantity:** jewellery pieces as investment and heirloom
- > **Durability** (metal, gemstones, diamonds)
 - > Timeless style designs
 - > Jewellery pieces that can be **interchangeable, modular**, updated with components and charms



Credits: Roberto Coin

November, 2021

SYNTHETIC MATERIALS

RECYCLED PLASTIC:

Creating fine jewellery with recycled plastic, combined with metals and precious or semi-precious gemstones.

RESIN:

A durable lightweight composite blend, which can be moulded into products that can mimic the look of stone and metal materials at a more affordable price.



ALTERNATIVE MATERIALS

- > Jewellery brands are embracing unexpected materials for innovative pieces.
- > Designers are reusing materials: **porcelain, antique coins, vintage cameos, bakelite, wood, paper**
- > These materials range from precious to more affordable.



Credits Liana Pattihis

CASE STUDIES

CVC STONES

NATURAL MATERIALS



- **WEB:** cvcstones.com
- **IG:** [cvcstones](https://www.instagram.com/cvcstones)

SARAH NOOR

SYNTHETIC MATERIALS



- **WEB:** sarahnoor.com
- **IG:** [sarahnoorjewellery](https://www.instagram.com/sarahnoorjewellery)

ANNIKA INEZ

ALTERNATIVE MATERIALS



- **WEB:** annikainez.com
- **IG:** [annikainez](https://www.instagram.com/annikainez)

CRAFTSMANSHIP

- > **Jewellery craftsmanship** follows centuries old traditional methods of jewellery making.
- > Artisan or handmade jewellery pieces can have a more authentic and meaningful appeal to consumers.
- > Artisanal methods of production separate handmade products from mass produced.



TECHNOLOGY

- > 3D printed jewellery focus on sustainable production with the least possible impact on the environment.
- > Supplementing traditional processes with digital techniques brings new possibilities in design and production to jewellers, as well as exciting new customization options for customers.
- > 3D printed jewellery production augments the principles of investment casting, or lost wax casting with the advantages of a digital design and manufacturing process.



Credits Formlabs

DESIGN INSPIRATION

CHAPTER 03



DESIGN DIRECTIONS 2022/23 INDEX



BIOPHILIA

REWILDING | BIO-DESIGN |
NATURALISM



YOUTHTOPIA

AGEFLUIDITY | CROSS-CULTURE |
MULTIFUNCTIONALITY | NEO
TRIBES



NEXTALGIA

ANTIQUE PIECES | UPCYCLING |
RETRONOSTALGIA |
CRAFTSMANSHIP

BIOPHILIA



Credits: 1. Arina Klimova | 2. Margherita Burgener | 3. Studio
Reisinger Studio

BIOPHILIA

> Mimicking the Beauty of Nature

IMPERFECT BEAUTY

NATURALISATION

ROUGH GEMSTONES

ORGANIC FLUIDITY

REPURPOSED GEMS

HANDCRAFTED TEXTURES



#GREENPOWER



#REPURPOSEDPLASTIC



#ORGANICGEODES



#BAROQUEPEARLS



Credits: Pinterest

the futurist
vision creativity future



CHAPTER 03 | DESIGN INSPIRATION

#SEATEXTURE



#ORGANICSTONES

Credits: 1. Camille Mercier | 2. Alexis Christodoulou, Color C Design Studio | 3. Margherita Burgener | 4. Mooizeg | 5. CTRLZAK



Credits:FVCKRENDER



Nicole Schuster



Margherita Burgener

#RECYCLED PLASTIC

#ACRYLIC PLASTIC | #LAQUER



Lotus Arts De Vivre

#COLOURED METAL | MIXED MEDIA



Anabela Chan

#RECYCLED ALUMINIUM



Credits:CTRLZAK

HANDCRAFTED NATURAL TEXTURES



Credits: Héria Enamel / Eszter Semsei
Photography



German Kabirski

#WHITERHODIUM | #SAPPHIRES



Kimberly McDonald

#RECLAIMED GOLD | #RECYCLED



Armiss

#LAVA EFFECT





Credits: Merel Hart Studio



#TURQUOISE



#GLAZEDBEADS



#WOOD&RESIN



#SCULPTEDGEMS



#UPCYCLYNGPEARLS

YOUTHTOPIA

> The Utopia of Young Minds

CULTURE CLASH
REMASTERED ROOTS
AGE-FLUIDITY
RECLAIMED WOOD
NATURAL MATERIALS
UPCYCLED PEARLS
MIXED MEDIA



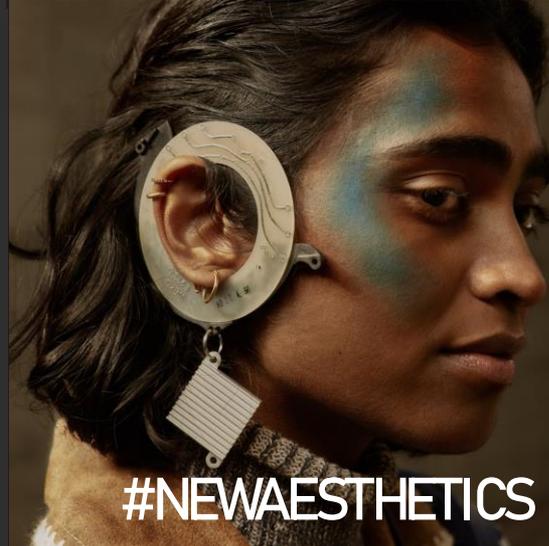
#UPCYCLINGCLASH



#BEADSREVIVAL



#NATURALMATERIALMIX



#NEWAESTHETICS



#NEWBODYPLATFORM



Credits: @L.emorio by @juhafotografa and @lumamora



Trollbeads



Sarah
Ho

#UPCYCLED PEARLS

#BEADING



Alain Roggeman

#RECLAIMED WOOD | #RECLAIMED CORIAN



Credits: PoggiUgo by Masquespacio



Credits: Artsi Ifrah for Maison ARIC



Laura Lopez - WE ARE 3, HARDTOFIND

#SILVER | #LEAVES



Peruffo



Peruffo

#CRAFTSMANSHIP



NEXTALGIA



Credits: 1. Acchitto | 2. Grainne Morton | 3. Shota Mino

NEXTALGIA

> The Preservation of
our Future

VINTAGE UPCYCLING
REINVENTED
HEIRLOOMS
RETRO NOSTALGIA
CRAFTSMANSHIP
& HERITAGE



Credits: Kosta Lambridis



#PORCELAIN



#CARVEDGEMSTONES



#PHOTOCAMEOS



#REPURPOSEDGEMS



#ANCIENTCOINS



#UPCYCLEDPORCELAIN



#ANTIQUGEMSTONES



#MODERNHEIRLOOMS

Credits: 1. Arts & Craft for Maison ARTC | 2. Sylvie Corbelin | 3. Sarah Ho | 4. Pinterest | 5. Shota Miki

#CRAFTSMANSHIP



Credits: sucukundbratwurst



Ana Luisa

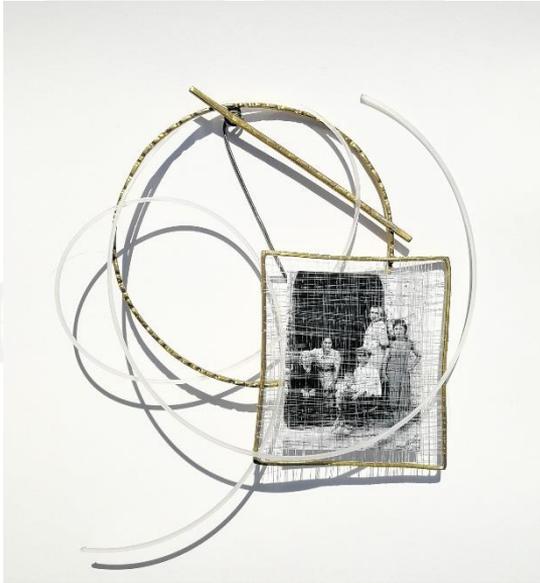
#MARBLE EARRINGS



Ann Esman

#PORCELAIN BEADS

REPURPOSED ELEMENTS FOR MODERN STORYTELLING



Antonia Ascolillo WE ARE 3, IED ROMA

#VINTAGEMIXEDMEDIA | #PHOTOGRAPHYJEWELLERY



Credits: Photograph of the 'real' Alice Liddell, by Julia Margaret Cameron, 'Pomona', albumen print, 1872 (c) Victoria and Albert Museum, London

JEWELLERY PIECES METICULOUSLY MADE BY HAND & COMPLETELY UNIQUE



Credits: Chatelaine, 1863-85, probably England, cut steel (c) Victoria and Albert Museum, London



Alexandra Hakim



Grainne Morton

#REPURPOSED JEWELLERY

#RECYCLED | #ASSEMBLY

MODULE 03 | KEY TAKEAWAYS

CHAPTER 01 | CIRCULAR DESIGN

The role of designers is to create and implement new solutions.

The design stage is a perfect and necessary opportunity to find unique and creative ways to create circular goods and services.

Incorporating circularity into the design process requires the jeweller to think 'cradle to cradle' rather than 'cradle to grave'.

Nearly 80% of a product's environmental impact is decided during the design phase, making it the obvious place for an intervention to transform products and services to become more sustainable.

CHAPTER 02 | CIRCULAR BY DESIGN

Natural Materials are becoming important elements of the jewellery industry.

Synthetic Materials such as plastic and resin are now popular in fine jewellery pieces combined with diamonds and gemstones.

Designers are reusing alternative materials such as, porcelain, antique coins, vintage cameos, bakelite, wood, paper for unique pieces.

Technology and craftsmanship can both play a role in circular design.

CHAPTER 03 | DESIGN INSPIRATION

Biophilia: Natural materials will be combined with precious gemstones and diamonds for unexpected organic designs.

Youthtopia: a supercharged neo-cultural awakening where mindsets and designs explore and experiment with a reinvented craftsmanship and reclaimed materials.

Nextalgia: new aesthetics are created by looking at the past. Upcycled retro materials and repurposed elements for a modern storytelling.

A lush green forest with a person walking away. The forest is dense with tall, thin trees and a thick carpet of moss and ferns on the ground. The lighting is soft and dappled, creating a serene atmosphere. A person wearing a light-colored, patterned poncho and a hat is walking away from the camera towards the center of the forest. The text "THANK YOU" is overlaid in the center of the image in a large, white, sans-serif font.

THANK YOU