

Jewelry & It's Relationship With Powerful Women

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Jewelry has a deeply cognitive
association, my thesis is dedicated to
empowering women and young girls
through a narrative and making

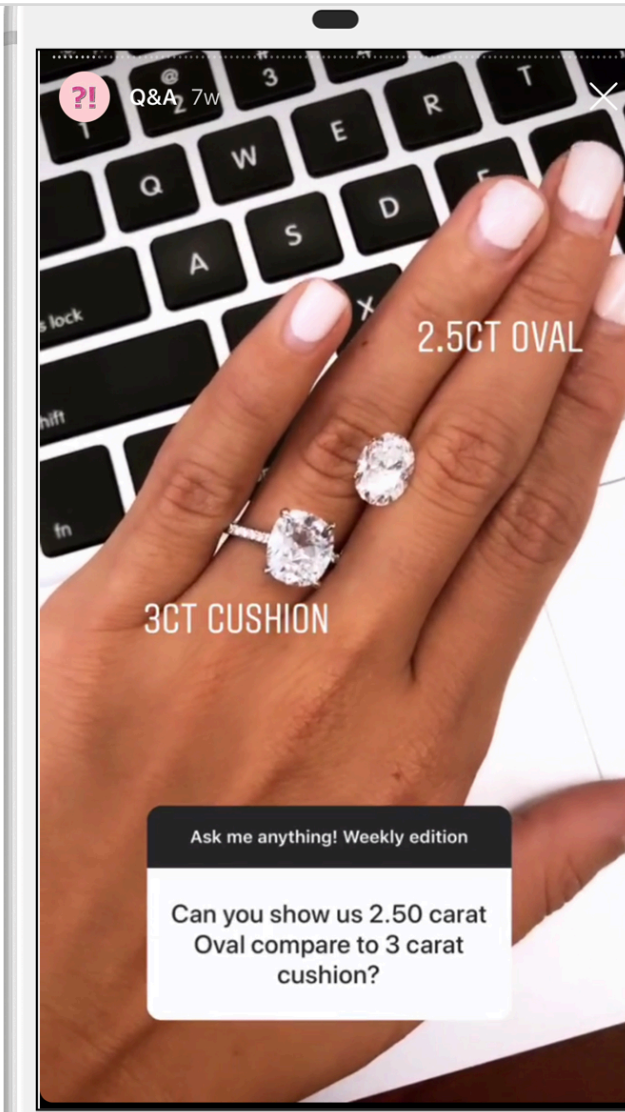
How do you feel when you think about the pieces handed throughout your family?

What was it like to purchase
your first piece of jewelry?

What are the stories behind the
pieces you wear everyday?

Took an internship

Learning to Build Empathy
I began to understand how the industry is shaped and truly empathize



You say to yourself —

I found a stone online for a great price

Talk to your jeweler first —

Save yourself the heartache of purchasing a diamond that is all talk. Stone evaluations are subjective and you will want to consult with your jeweler and ensure it's GIA certified.

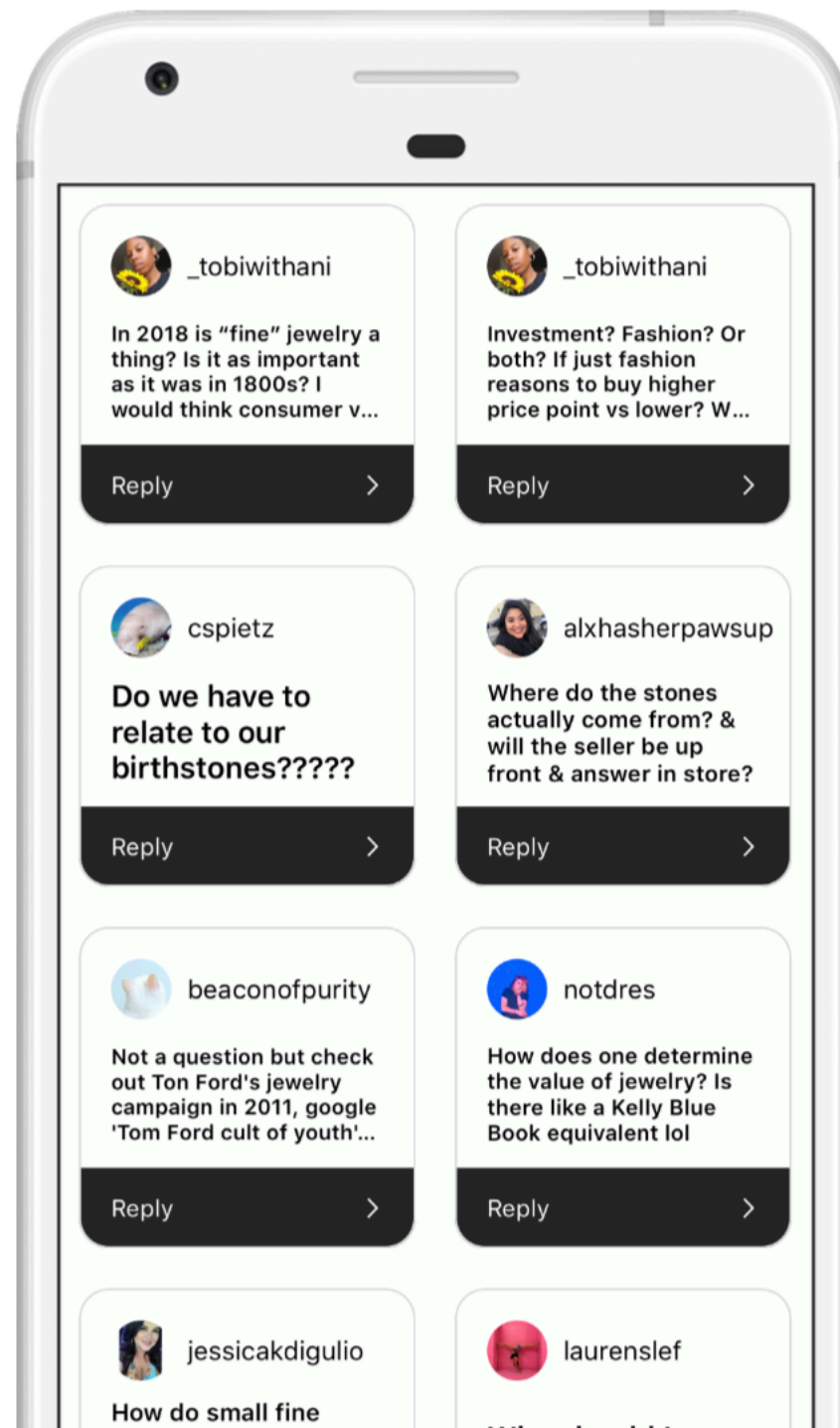
You say to yourself —

Where do I begin the research process?

There's a science to the process —

When you start your research make sure you begin with the highest level of education. Cut, Color, Clarity, & Carat these are all important to your decision.

Crowdsourced Research



Gemstone.

GEMSTONE SPECIES RESOURCES SEARCH

A resource for fine jewelry —

Meet the Gemstone Database



[Learn More](#)

When it comes to learning about gemstones and their value it can be really challenging. We created a database to make this easier.


Learn about all the gemstone species

There's more to gemstones than diamonds, explore the wide range of gemstones that exist and learn about how they are valued

[View All Gemstone Species](#)



Persona



It takes years as a woman to unlearn what you have been taught to be sorry for.

AMY POEHLER

Persona:
Metropolitan Women

Why She Cares

“It’s important for me to develop an understanding of how the relationship between women & power has been formed”

She/Her Persona

As the political climate in the United States get increasingly complicated, and she cares about how women’s empowerment clashes with the traditional symbols & constructs of power.

As a person living in a large city and spending a large amount of time on social media and websites like TheCut and Refinery29, she’s aware of how policy and feminism intersect.

Pain Points

- * Lack of Concentration
- * History doesn’t always feel relatable
- * Lack of diversity in historical figures
- * History is kind of boring...

They’ve gotten their dolls versus the toys I’ve seen in early education it’s been animals of different sizes, the cutting with the velcro, we do the nest cups and stacking them and the size changing

But since toys have become fancier and prettier but now babys get little toy cellphones with big buttons

The kids will get the toy and get the button and yeah it will sing but what about screwing lids on top of bottle, and cutting

The toys aren’t valuable and I’ve seen tons of toys she’s gotten but fisherprice and mattel and they say that it’s for development but it does one thing and it stops

One activity and one toy should provide more than one thing

It shouldn’t be that simple, if you’re telling me that this toy will only keep my child entertained for 2mins

There are so many DIY things because it’s more beneficial for kids to have toys made at home than toys bought at the store

If it’s going to be something in the home and that they (moms) can use they almost always buy

What’s the point in spending that money when I can make something that will last

Parents do not go out there and buy toys, kids play with tubberware, bottles, and boxes, with the child practicing with things around them, I kind of need to know these skills for their whole life

Nobody is like “I bought this because it will help their development”

I think the question becomes what do you do to help your child’s development?

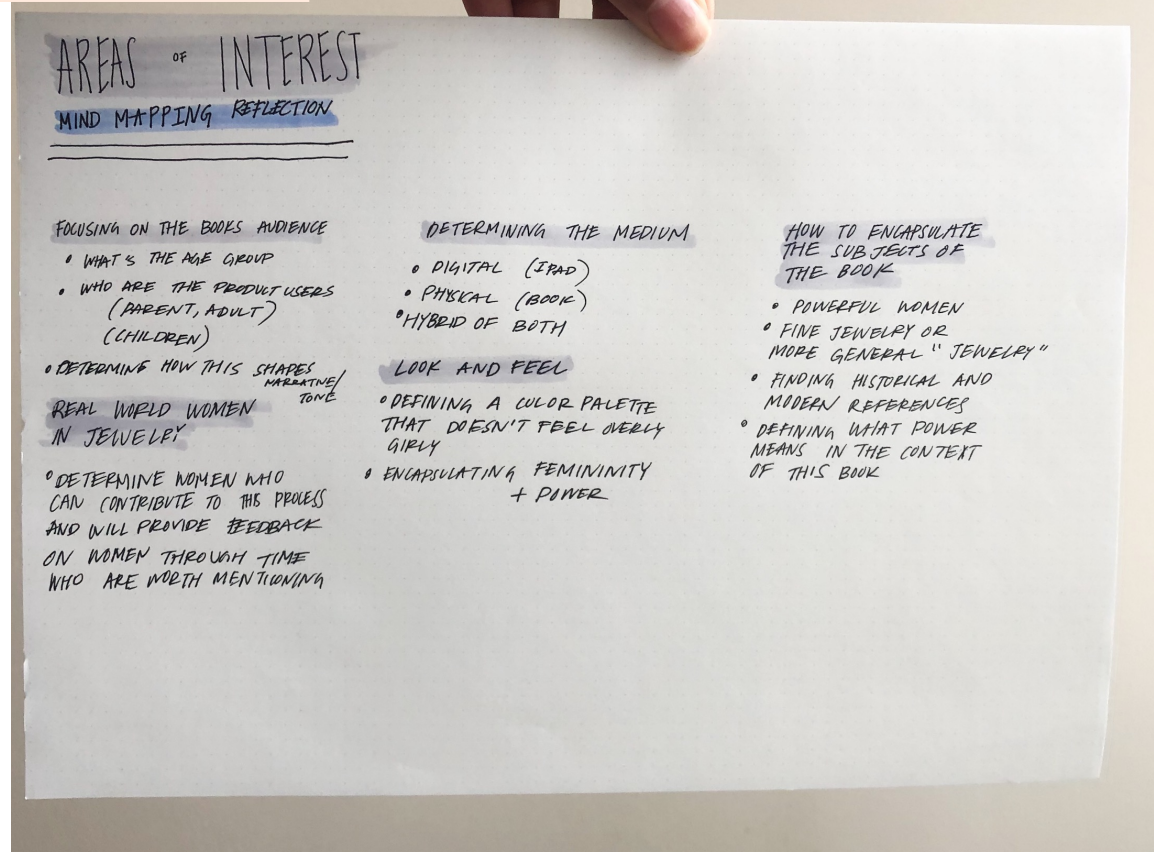
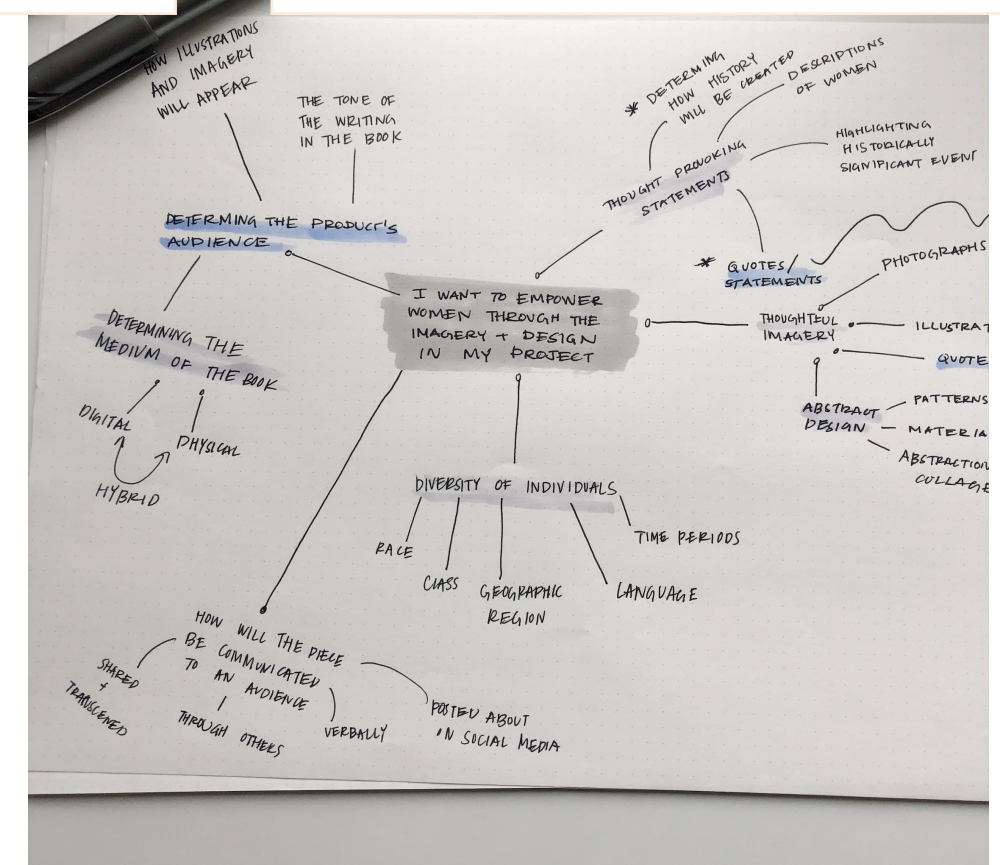
One of the biggest things I teach my Jumpstart kids is beading, it’s a fine motor and a pattern

Age 0-3

They could big beads, something really beautiful or something that mom could have

User Interviews

“Charm bracelets attach meaning and memory”



Mindmapping

The Women's Movement
Women Specific Organizations



The Shift of Visuals
Specific To Women



90s Cult Classic



Hardcover Book

Documentation of the badass women who have shaped & are changing the jewelry industry

+

Charm Bracelet Workshop

Teaching women and young girls how imagination and narrative can be used to create a jewelry

“

I don't believe I own any of the pieces.

I believe that I am their custodian,
here to enjoy them, to give them the
best treatment in the world, to watch
after their safety, and to love them.

Elizabeth Taylor

”



ENTRANCE

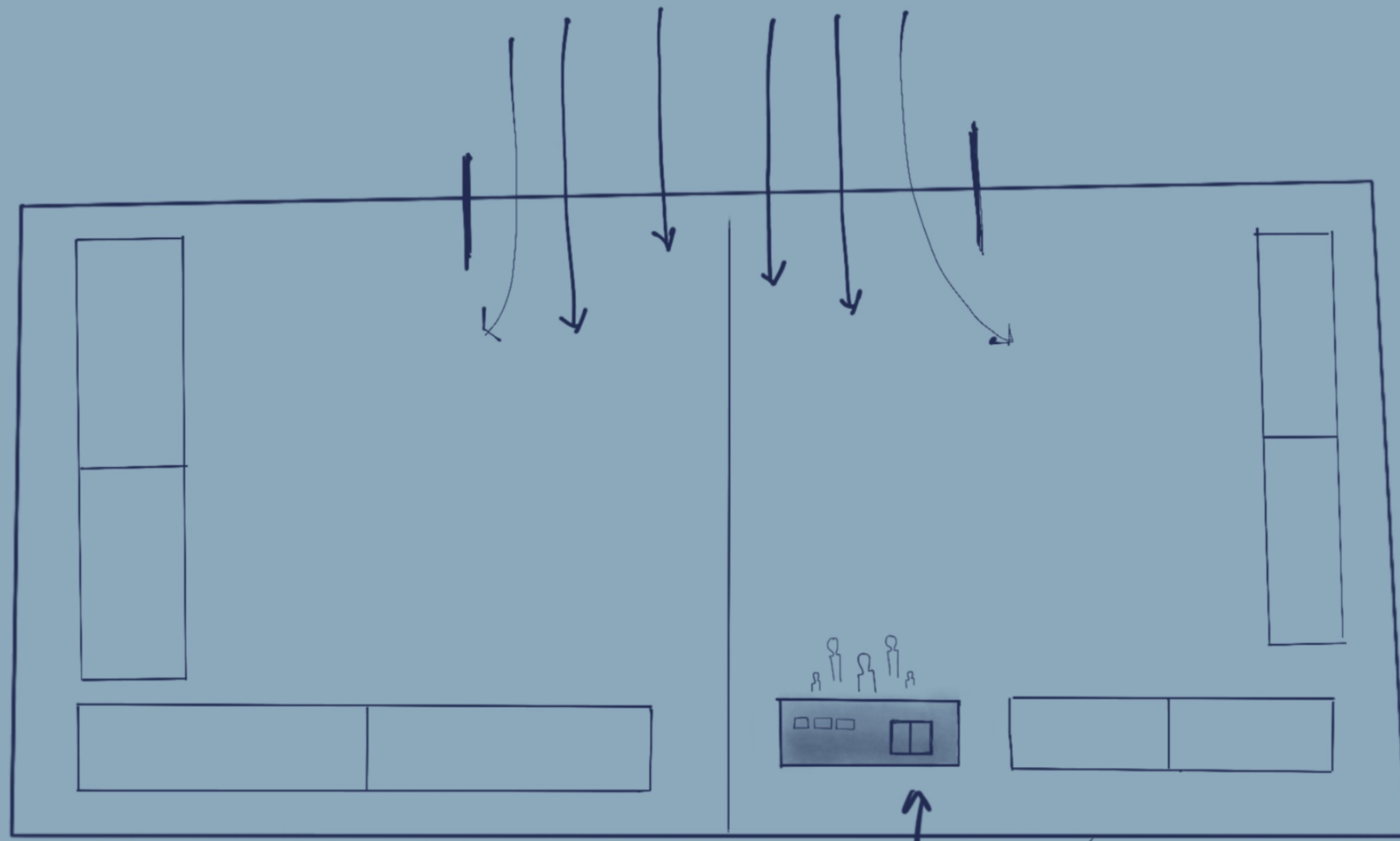


TABLE FOR PROJECT

Timeline

02/04 - 02/08 — Working locating physical precedents, materials(book & charm bracelet), and begin the process of writing out the chapters in the book (will there or won't there be interviews documented)

Weekend — Prototyping the physical form of the container for both the book and the charm bracelet workshop & writing instructions that will live at the end of each chapter

02/11 - 02/15 — Printing of the Book at the MVP form if not completed on the weekend and user testing with women in the demographic identified in the persona

Weekend — Increase fidelity across the entire project