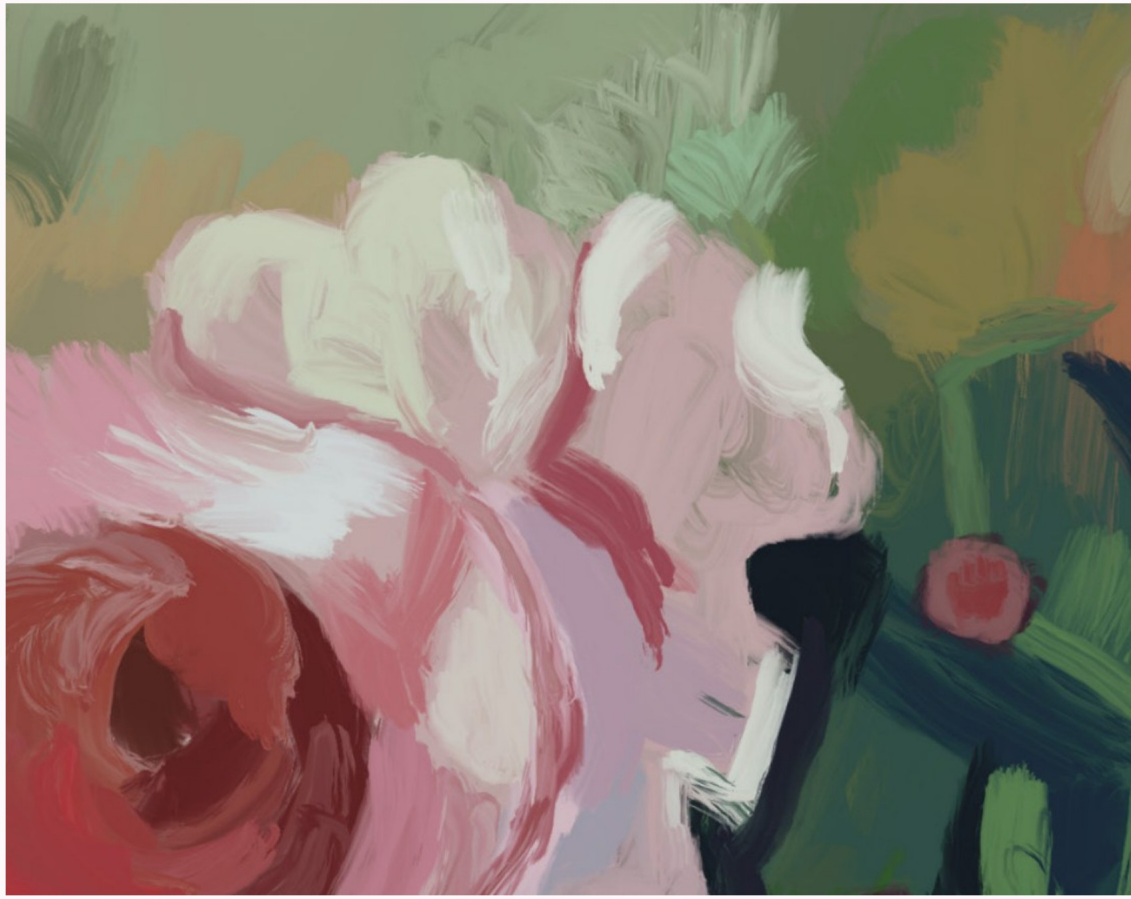
CASE STUDY · GULBARI

From “save it for an occasion” to premium, every day

Before you spend on stock, find out what people will pay for, and why.



A college thesis, built to launch-ready standard · solo

January to May 2025 · Ria Nerurkar

WHAT CHANGED

Jewellery that matters, made to be worn

× The market offered	✓ Gulbari offers
Fine gold: precious, but kept for occasions	Everyday pieces that still feel special
Mass-produced artificial: cheap, but disposable	Real 925 silver, made to last
Generic designs sold on price	Original designs, each collection with its own story

§ 01 · FRAME

Is there room between gold and artificial?

I set this brief myself, as my final-year thesis, and treated it as a business I could launch rather than an academic exercise.

The question: was there room for a brand between fine gold and mass-produced artificial jewellery, and what would make someone pay for it?

The one fixed commitment

Real 925 silver.

Everything else was open.

112	14	925	5 months
people surveyed	supply-side interviews	sterling silver, real finished pieces	January to May 2025, solo

§ 02 · EVIDENCE

What the survey and the supply side told me

• Survey · 112 people

Discovery happens on Instagram and Pinterest

About three in four said they had bought jewellery, or visited a brand's site, after seeing it there.

• Supply side · 14 interviews

The price range, and where the money goes

Wholesalers, retailers, artisans and industry experts showed me how shops stock jewellery and how much of the final price goes to retail margins.

Who answered. Shared through my own networks, so most respondents were women aged 15–25.

The gap. I didn't interview buyers directly, so what buyers want comes from the survey alone. It's the first gap I'd close.

FROM THE SURVEY OF 112

3 in 4

said they had bought jewellery, or visited a brand's site, after seeing it on Instagram or Pinterest.

Self-reported, from a convenience sample of mostly women aged 15–25. It decided where Gulbari would sell first.

Sell a feeling, not a price point



The gap between gold and artificial wasn't just a price. It was a feeling neither offered.

Delivered through three things together

- The material
- The designs
- The story each collection tells

§ 03 · DECIDE

Two options I rejected, and why

Rejected · 01

Competing on price with mass-produced jewellery

A race to the bottom. It would have destroyed the premium feeling the brand rests on.

Rejected · 02

Lab-grown diamonds

Appealing to buyers: affordable, customisable and kinder to the environment than mined diamonds. But they needed a team and a scale of support I didn't have as one person doing a thesis.

I chose a launch I could actually run.

§ 03 · DECIDE

Sell where discovery already happens

Phase 1

Instagram first

Where the survey group said they find jewellery.

→

Phase 2

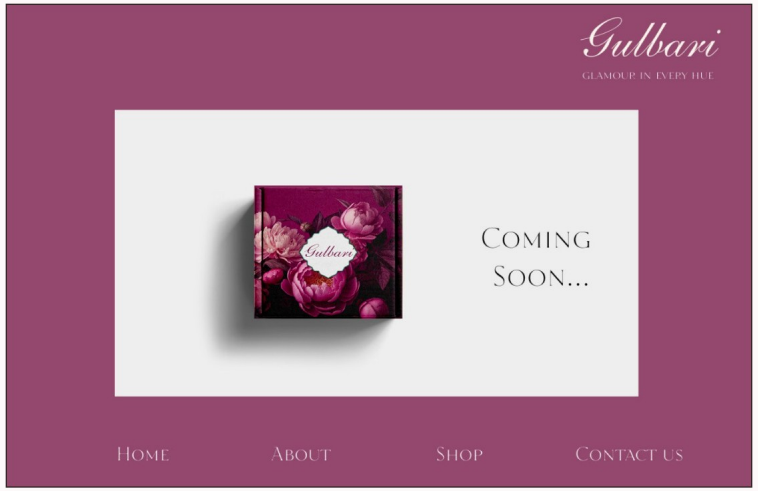
Then the website

Once there's demand to send to it.

Throughout

Pop-ups

Showcasing our materials and design matters when we are asking ₹2,500 or more for silver.



Website · holding page until demand exists

§ 04 · BUILD

A brand ready to launch, down to the packaging



Logo, rose mark and palette



Packaging, named for *gulab*, the rose

§ 04 · BUILD

One identity, every touchpoint



Website · home



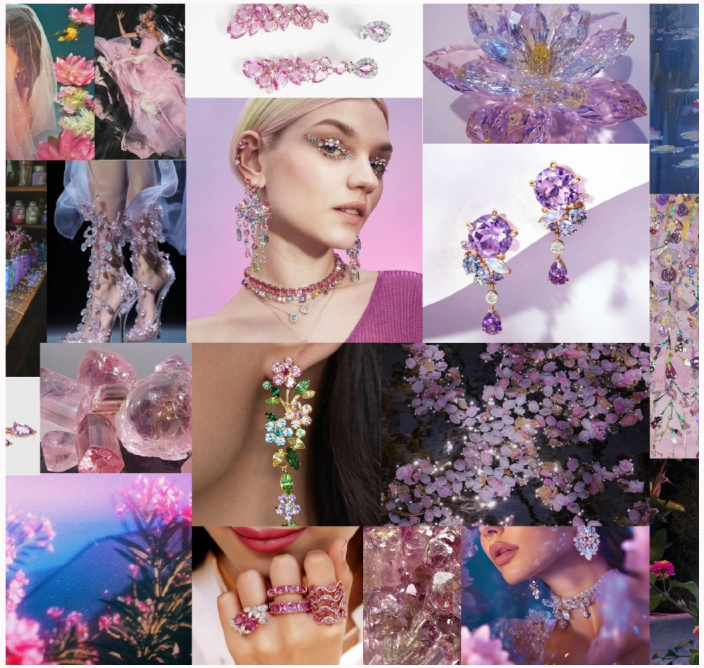
Stationery



Campaign poster

Floral imagery, a restrained serif wordmark and deep jewel tones carry from the website to the business card to the poster, so each one reads as the same brand.

Every piece carries a story



Dew and Dahlia · moodboard

Dew and Dahlia

Dew is fragile and fleeting; the dahlia is a bloom of drama and colour. One is quiet, the other vivacious, and the collection balances the two.

The narrative is where the premium feeling comes from, so every piece is named and given its own story.

Pearly dewdrops Necklace	Bluebell Earrings	Petalspell Earring
Moonberry Ring	Serenade Ring	Roselight Bracelet

§ 04 · BUILD

Real finished pieces, in 925 sterling silver



Bluebell · earrings



Sakura Blue · bracelet



Pearly dewdrops



Worn

§ 05 · TEST

One question the whole brand rests on

Gulbari hasn't sold yet, so nothing here is proven in the market.

Will people pay ₹2,500–5,000 for "premium, every day"?

The cheapest honest test

01
A small Instagram drop of real pieces, at full price

→

02
Talk to the people who buy

→

03
And to those who saved a piece but didn't buy

EVIDENCE TRAIL

From source to decision

Source	Finding	Decision
Survey (112, convenience sample)	Most discover jewellery on Instagram or Pinterest	Instagram first
Supply-side interviews (14)	Price expectations; how shops stock jewellery and what margins they take	₹2,500–5,000 price range
Market review	Gold is precious but occasion-only; artificial is cheap but disposable	Position on “premium, every day”
Scope check	Lab-grown diamonds need a team and scale	Rejected for launch

Have a brand idea? Find out if the market will pay for it.

Book a fit call →