

Design economic evolution in the jewellery industry through design process

ABSTRACT

Design is the designer's thumbprint of aesthetic values imprinted in a creative role to exhibit capability in realizing a customer's innermost desires for the perfect jewellery. Design plays an important role in the jewellery industry as it determines the success of a jeweller in terms of integrity and brand name within a certain class or categorization in the jewellery business. The design process prior to achieving satisfying jewellery will depend on a designer's understanding of need, science, technical knowledge, creativity, time frame and costing. These factors translate into economics, business performance, profitability, market dominance, expansion and sustainability of a jeweller. Findings from indepth observation and consideration to this study have exposed an understanding to factors significant in the evolving production of jewellery designs that should influence Malaysia's jewellery industry.

Keyword: Product design; Design; Economics; Design process; Jewellery industry
