



everythingdesign✦

CKC Experience Design

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Today

CKC has a royal and historic past that is reminiscent of its legacy and is ready to pivot into the future as a go to brand for the young, successful, stylish and well travelled customer.

Today's customer has innumerable choices but what matters is the belief that this brand understands them, embodies their personality and create priceless experiences.

Every touchpoint of the brand needs to be personalised and evoke delight.

Looking ahead

The ultimate royal treatment is centered around 'You' and how it makes you feel as a customer. We have taken the idea of mirrors, which is representative of 'You'. Every piece of jewellery that you have from CKC will have a deep connect with 'You'. Every experience with the brand will be memorable. Every interaction will be personalised with a human touch.

Facets of You

Look at yourself in the mirror and you
will see how beautiful you are

Designing a modern heritage

The visual treatment is a juxtaposition of the old and the new. The heritage, the craft and the modern context.



Instore

Print
Outdoor
Popup

Digital

Store Journey

1.0 A Wow Factor

Store
Exterior
with a
dramatic
faceted
sculpture

2.0 Grand Welcome

**Blue
Carpet**

**Shopping
Assistant**

**The
Carriage**

3.0 The Journey

**Young
Royals**
A Creche
For your
Little Ones

**Art of
Making**
A display of
what goes
into the
making.

4.0 Surprising discoveries

Etched in Time
Engraving
centre for that
special one.

**POP Display +
AR integration**

**Modern
Heritage**
A timeline that
captures the
history, hence
owning the
Legacy

5.0 Making it happen

A reflection
Interactive
screens for
ease of trial.

Mirroring You
A makeup
station that
allows for
makeovers.

6.0 The Grand Finale

**A bag & a
gift as
takeaways**
Engraved
logo

**Make it
Special**
A gift
wrapping
centre, to
add that
extra care.

7.0 Something to take along

Your Bit
A bracelet
from CKC
that
represents
your bit for a
good cause.

1.0 A Wow Factor

A stark modern mirror sculpture that also doubles up as a selfie point on the store exterior.



2.0 Grand Welcome

A luxurious experience is invoked with the use of royal elements like a grand carpet and gold trolley that serves refreshments.



3.0 The Journey

The store will optimize on consumer experience by integrating features like a creche for young royals. Holographic displays are innovative and enhance the scale at which a customer can experience the jewelry.



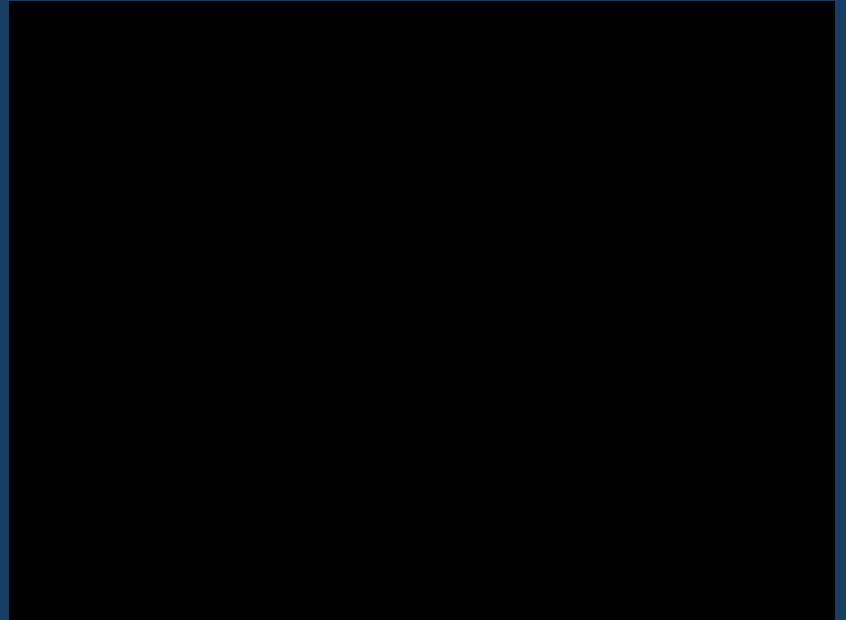
4.0 Surprising Discoveries

To create a full experience the store is Integrated with custom sections. This includes an engravings section to etch a special persons name, a curated exhibit to show the history of the store.



5.0 Making It Happen

Virtual reality helps curate the jewellery in the store and provide the customer with a quick and easy experience. Customization of this can include a virtual makeup booth to tie in the full look.



6.0 The Grand Finale

The customer is pampered even upon completing his purchase with a printed tote bag and luxury packaging.



7.0 Something To Take Along

As a final take away the customer can donate to a good cause and get a souvenir to take as memory. The jewellery directly ties into the cause the customer donates towards.



C. KRISHNIAH CHETTY & CO.
1880

Thank You

FOR YOUR GRACIOUS DONATION, WE ARE GRATEFUL FOR
YOU SUPPORT TOWARDS THIS GOOD CAUSE

Print / Physical

1.0 Catalogue

Designed like a
Coffee Table Book

1.1 Collectible Cards

A card describes a
collection and is
much like a souvenir
or a takeaway, can
double up as a
luggage tag.

2.0 Print Ad

An ad that goes
beyond print. A
talking point and
interactive in nature.

3.0 Popup

A pop up
exhibition, in
hotels that drives
you back to the
store.



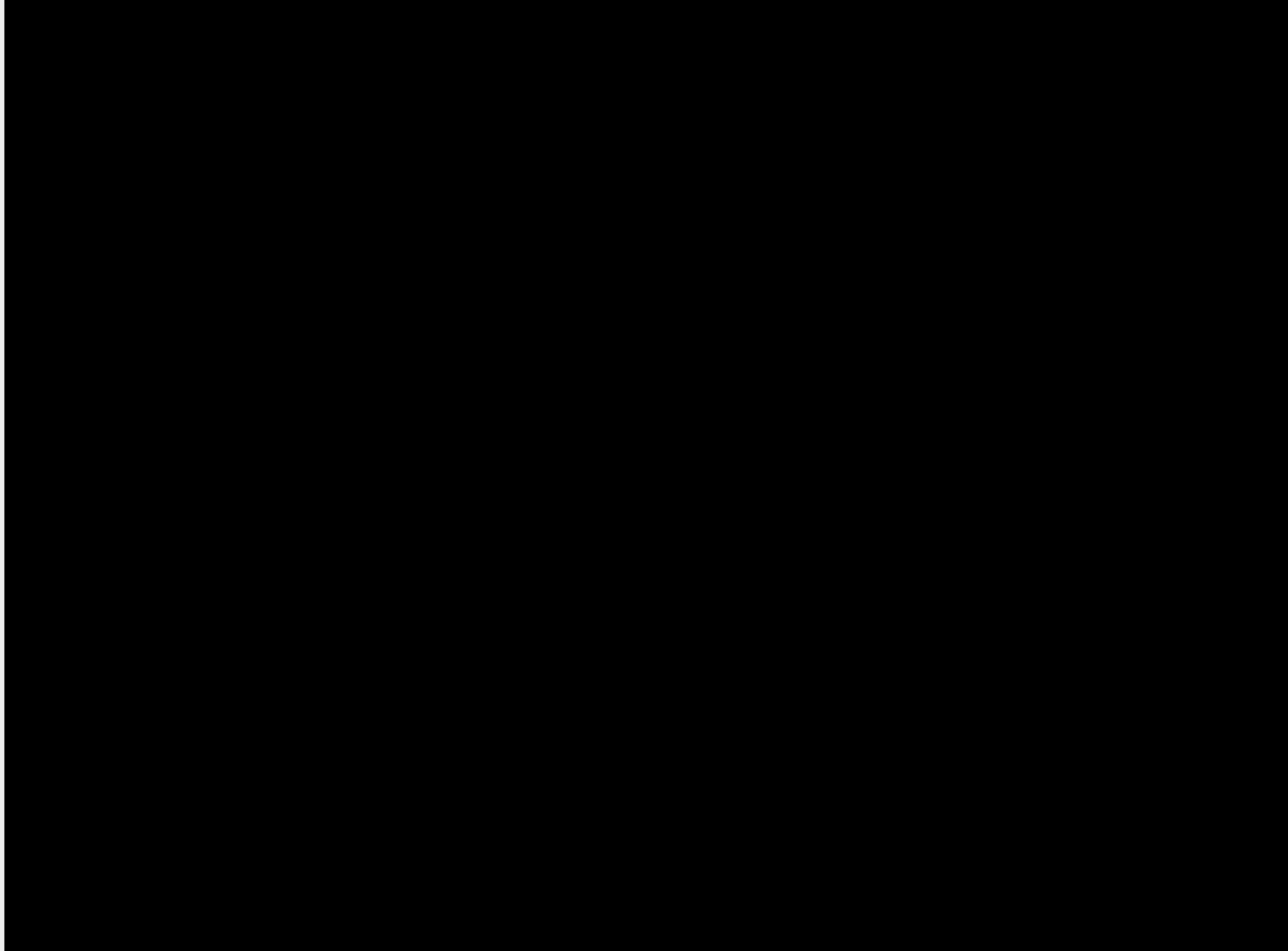
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Facets Of You



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KARAT & CARAT

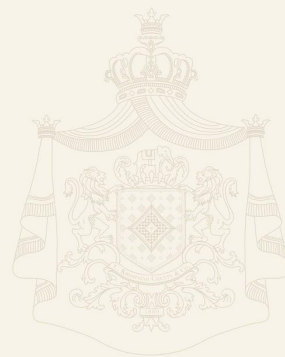
FINE JEWELLERS

HER AURA RADIATES A GLOW LIKE NO OTHER



DISCOVER THE COUNTLESS

Facets of You



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HERALD RADIATES A GLORIOUS LIGHT



KARAT & CARAT
FINE JEWELLERS

DISCOVER THE COUNTLESS
Facets of You



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1894

KARAT & CARAT

FINE JEWELLERS



SHE SEES A REFLECTION OF HER LEGACY IN THE THINGS SHE DOES

KARAT & CARAT

FINE JEWELLERS

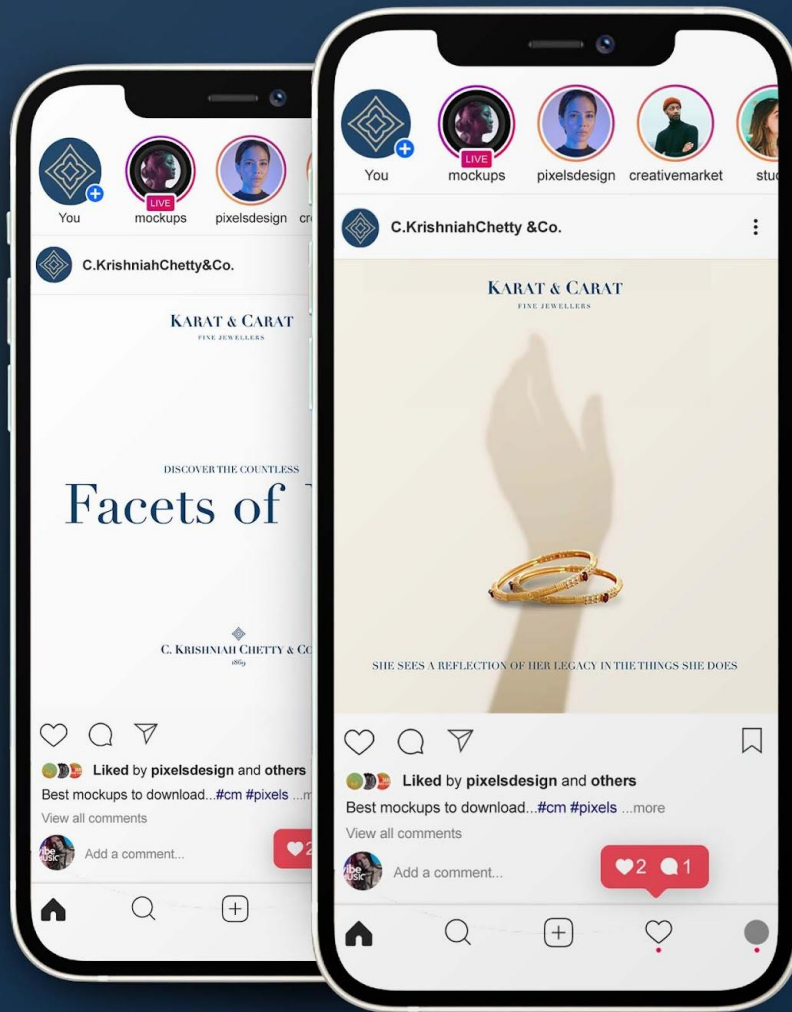
DISCOVER THE COUNTLESS

Facets of You



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Digital

1.0 Keeping the brand Alive

Creating constant engagement through posts, showcasing store activities and running contests etc.

1.1 Engaging Influencers

Growing followership through engagement with influencers and going beyond into collaborative channels

2.0 Propagating Collections

Propagating in store collections which can eventually become sub brands.

3.0 Custom Filters

Custom filters which become the online trend.

4.0 Making Customers your heroes

Your customers become your biggest ambassadors, by showcasing them.

pure

THE TIMELESS
COLLECTION

LUXE

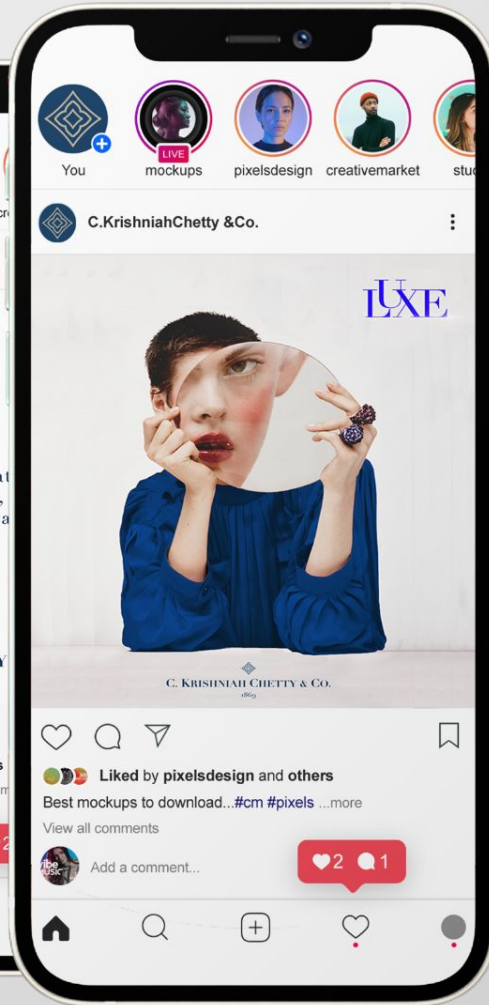
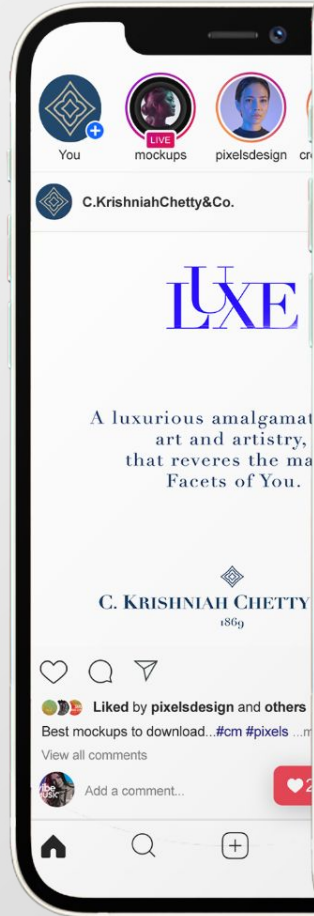
THE FASHION
COLLECTION

GLOW

THE WEDDING
COLLECTION

muse

THE YOUNG
COLLECTION



LUXE



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LUXE

A luxurious amalgamation of
art and artistry,
that reveres the many
Facets of You.



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The WOMAN within



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SPRING *into* style



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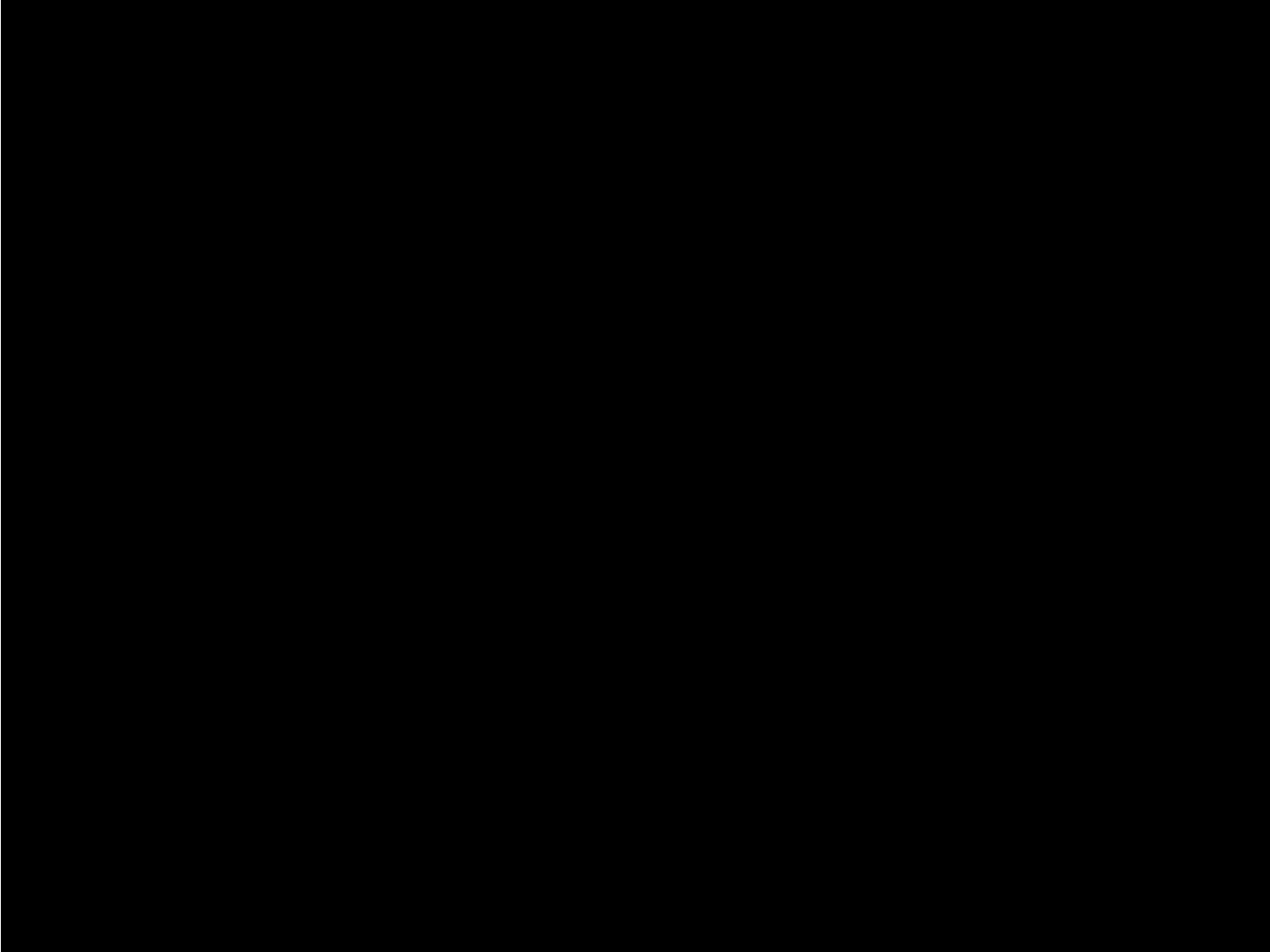
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THIS DIWALI ILLUMINATE THE MANY

Facets of You




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Let's create something
we both are proud of.

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