

R◊WENA MURRAY

Portfolio

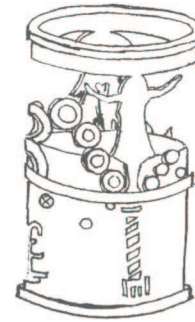
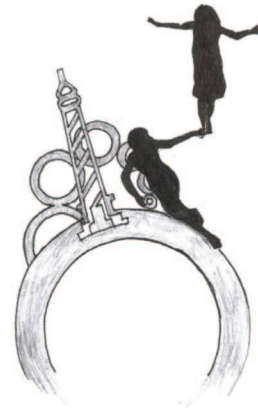
- Jewellery & Watch Design -

~ Strategic Design + Design Strategies ~

Van Cleef & Arpels



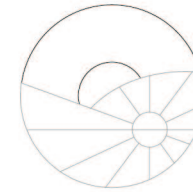
- Figures finished in 18K rose gold -
- Diamonds, Coral & Mother of Pearl -
- Also in white gold, Lapis & Turquoise design -



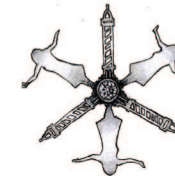
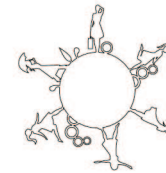
Une Journée à Paris
(2009)

A jewellery collection featuring characters and scenes depicting a day in Paris, the birthplace of the company. Couples, children and landmarks combine to tell the stories 'Romance' and 'Wednesday' in the City of Light.

Van Cleef & Arpels



+



+



'Une Journée à Paris' (2009)

- 38mm white gold & diamonds case
- Onyx, white gold & mother of pearl dial
- Leather bracelet with white gold clasp
- Also available in rose gold version

- 'Poetic Complication'
- Automatic movement
- *Valfleurier* 24hr Module
- 60hr power reserve

A 'Poetic Complication' watch designed to complement the jewellery collection of the same name. The watch tells the story of a day in Paris, in which a rotating disc of characters pass in front of a Parisian skyline.

Van Cleef & Arpels



Grand Prix d'Horlogerie
de Genève

Prix de la Montre Dame - 2010



'Le Pont des Amoureux' (2010)

- 38mm white gold & Diamond case
- Grisaille enamel dial background
- White gold bridge & characters
- White alligator leather strap

- 'Poetic Complication'
- Manual movement
- *Agénhor* Retrograde Module
- 30 Hr Power reserve

The assignment: to design a pair of characters, depicting a love story taking place on 'the bridge of lovers'. Particularly important were the objects which the characters hold aloft in order to indicate the time. Finally, the characters meet at 12 o'clock when the the lady greets her lover with a kiss.

LINKS

L O N D O N

Photoshop + Illustrator



— Adobe
Illustrator

'Flutter & Wow' (2008)

White gold & Diamonds
White gold & diamond cage
- Embroidered satin strap
Automatic Movement

- Heart watch-charm with chain
- Synthetic Ruby crown
- Facetted white gold form
- Also designed in bracelet form

Ladies watch designed as part of the 'Flutter & Wow' jewellery collection, the naming of which Rowena was also asked to contribute. The watches consist of a wristwatch with heart-shaped cage or engraved dial version, as well as a miniature charm watch to be worn as a pendant or bracelet.

STEPHEN WEBSTER

LONDON



'Thorn' Necklace Concept (2014)

- Gold with black rhodium plating -
- White and black diamonds -



The brief: to design a statement neckpiece, which would sit within the iconic 'Thorn' collection. Taking inspiration from the overlapping forms featured in the Thorn rings, the neckpiece was composed of two interlocking necklaces which could also be worn separately.

ROWENA MURRAY



'Brilliant! All About Diamonds' (2018)

- 3D Origami booklet 10x10cm-
- 100% recycled paper & Mineral-oil free inks -
- Artwork by Rory Jacob Farrell -
- Printed in England-

Inspired by the childhood fortune-teller, 'Brilliant! All about Diamonds' was conceived as a way to explain simply the science and beauty of a diamond to absolute beginners e.g. in a retail environment. Designed in collaboration with graphic designer Rory Farrell, the 'cushion' shaped diamond opens up to reveal 8 topics explained through a mix of text and illustrations.

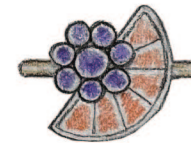
ROWENA MURRAY



Hand-rendering

'Bramble' Neckpiece Concept (2019)

- White Gold & Diamonds -
- Half-Cut Pearls & Tsavorite Garnets -



parent lapis, sapphire & emerald
art nouveau 'crossover' style



A. LANGE & SÖHNE
GLASHÜTTE I/SA



Saxonia
- Current Model -



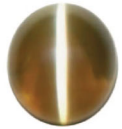
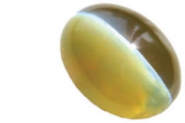
Saxonia
- Redesign Concept -
(2022)



Saxonia Thin
- Current Model -



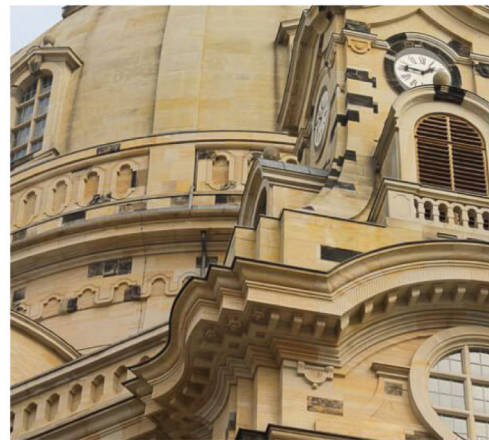
A.LANGE & SÖHNE
GLASHÜTTE I/SA



passioniert - kultiviert - gewählt

Moodboard: Saxonia

“puristisch” - “elegant” - “präzision”



Rowena Murray 22.11.2022

A. LANGE & SÖHNE
GLASHÜTTE I/SA



“Blue Wonder”



“Frauenkirche”

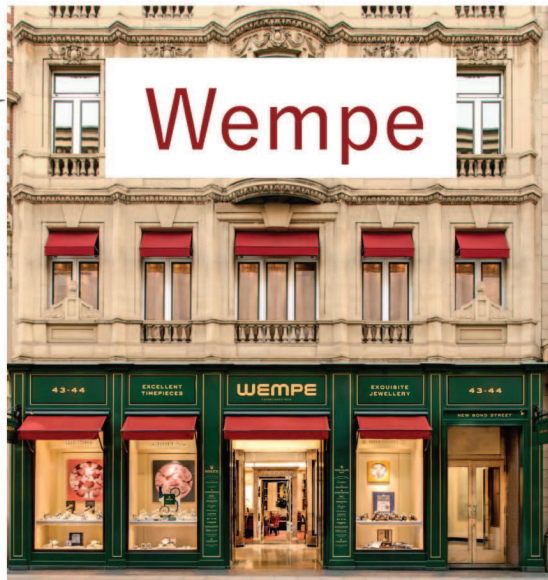


“Dresden Green”

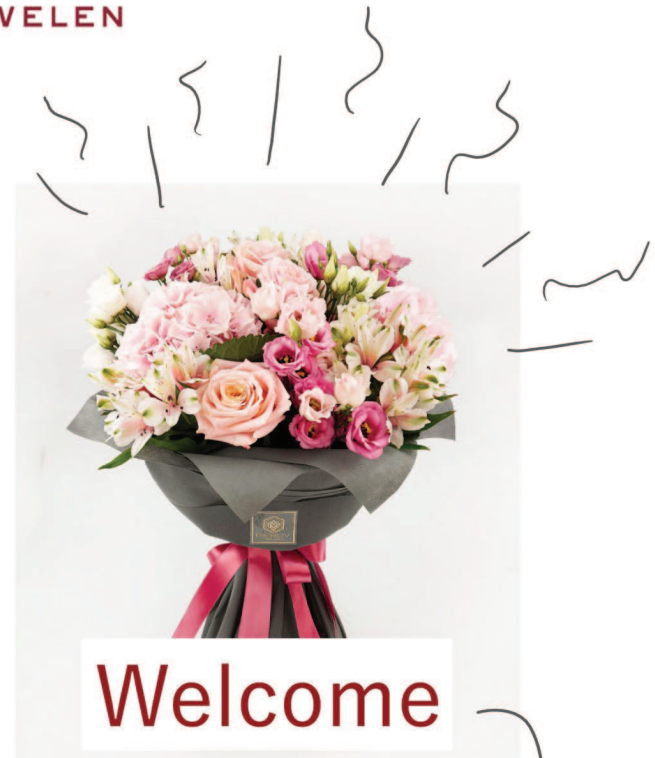
- Colourways -

New Creative Direction
for Wempe Jewellery

WEMPE
FEINE UHREN & JUWELEN



means



Service
'With a
Smell'

Capture the warmth of the "Wempe Welcome" in the design of the products

Design Strategy



Asymmetrie

Gitter



Natur

Kunst

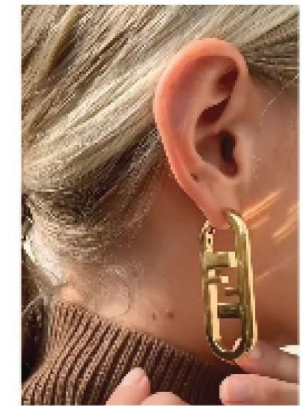


WEMPE

FEINE UHREN & JUWELEN



'Wappenbild'

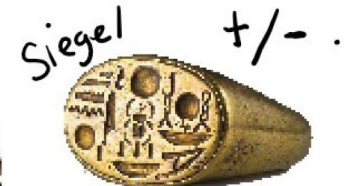


Ein-laden

Im Laden



als Struktur



Siegel

+/-

Die Welt von Wempe

Designrichtung



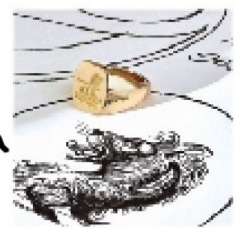
Cartier 'Tutti Frutti' Collier



Linien / Schwungen



ein / aus



WEMPE

FEINE UHREN & JUWELEN

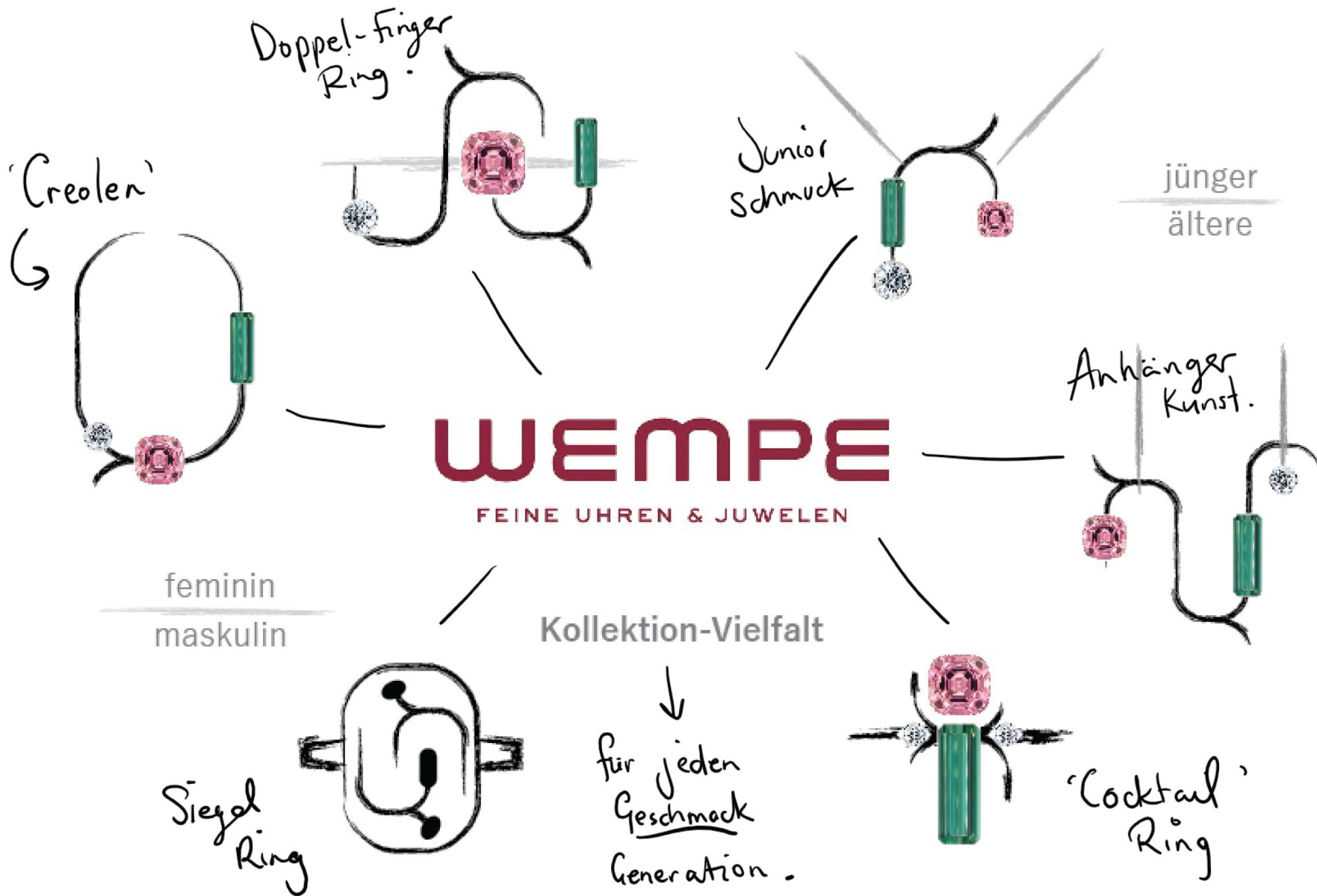
platin
draht

rosa.
Turmalin
- Krallenfassung

grüne
Turmalinen

- Diamant in
Brillenfassung

“Strauß” Collier
Haute Joaillerie Schaustück





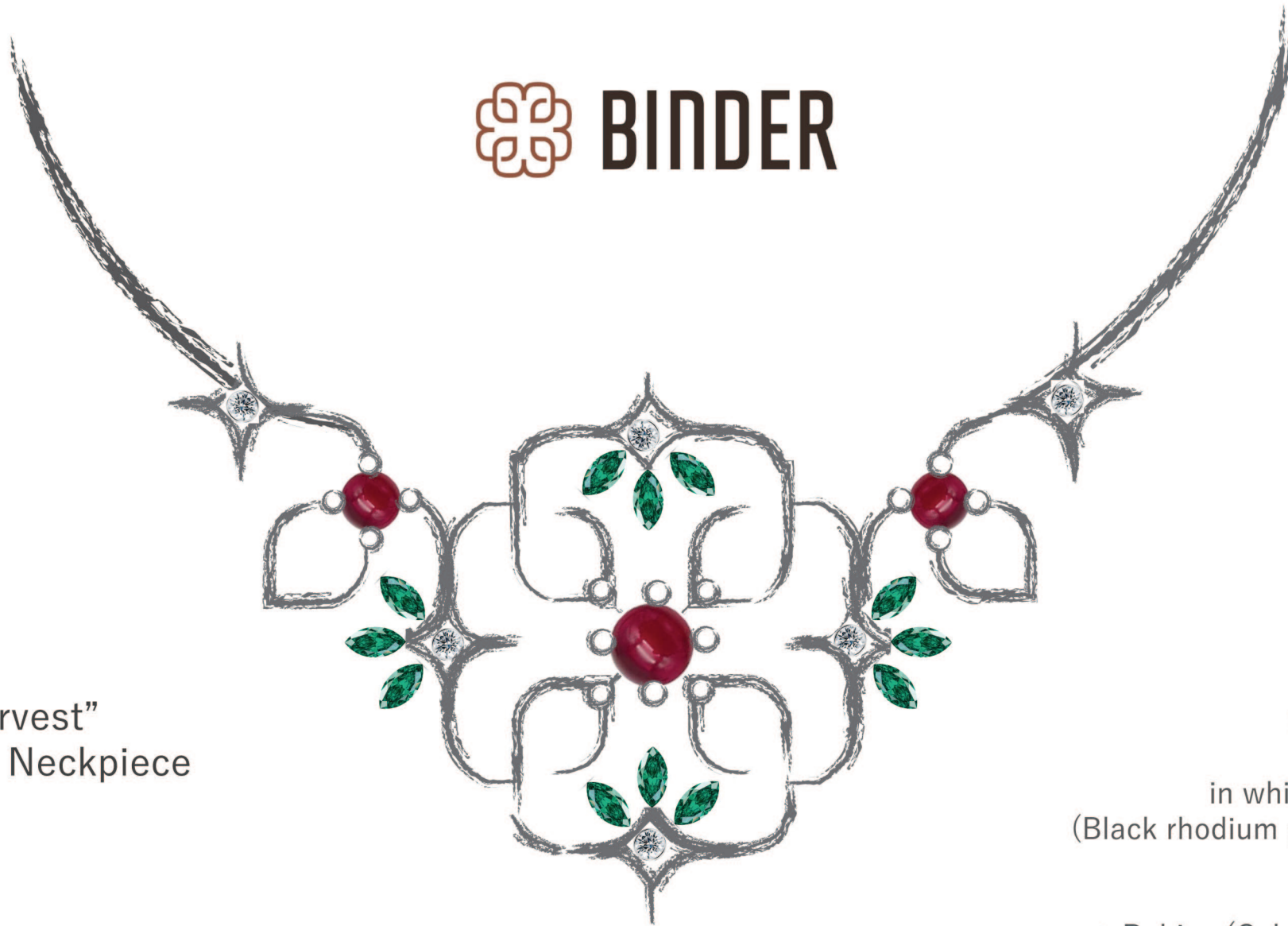
Standout Schmuck

High Jewellery
concept
for traditional
chain-makers

Stand-alone accessories that define the look, rather than compliment it
&
convey meaning

Design Strategy

Chain as
focal-point.



“Harvest”
Neckpiece

Collier

in white gold
(Black rhodium plated)

- + Rubies (Cabochon)
- + Emeralds (Marquise)
- + Diamonds (RBC)

Showpiece Design

BINDER

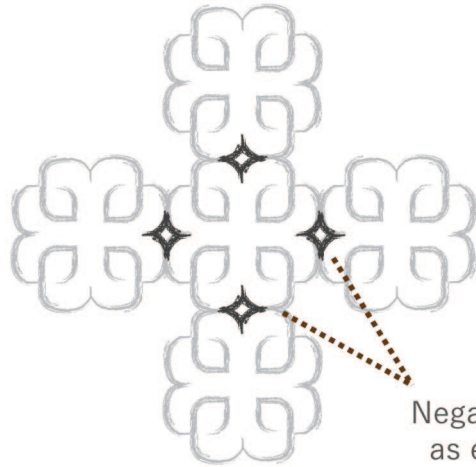


Konstruktion

..... **Designrichtung**

Komposition

BINDER



Negative spaces
as extra motif



Open Ring



Bracelet Links



Link Bracelet

Design Elements

KARL SCHEUFELE
Chopard



Little Diamonds

'Happy
Diamonds'

3-5
New Design
Concepts

Do Great Things.

Strategy

KARL SCHEUFELE

Chopard

Confetti Balloon



... Happy Day ...

"A Time to Celebrate"

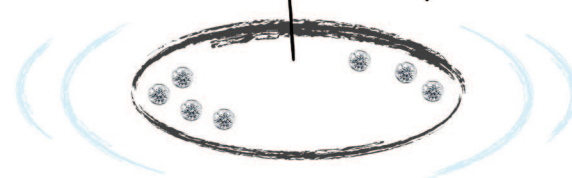
Glow worm



... Happy Glow ...

"Shine from the Inside Out"

Hula Hoop



... Happy Flow ...

"A feeling of energized focus,
with body and mind in harmony"

Happy Diamonds

Concepts

KARL SCHEUFELE
Chopard

June 2024
Hand Renderings



... Happy Day ...



... Happy Glow ...



... Happy Flow ...



Designs



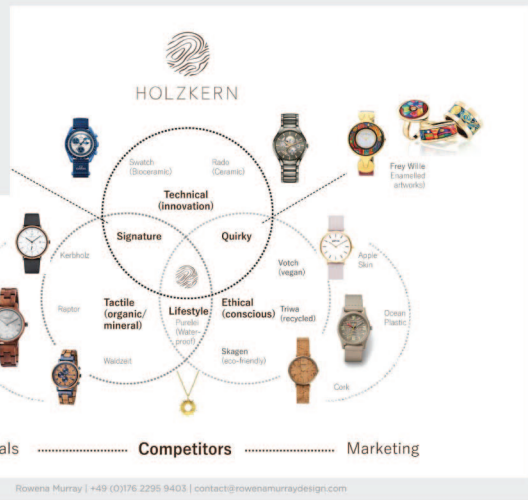
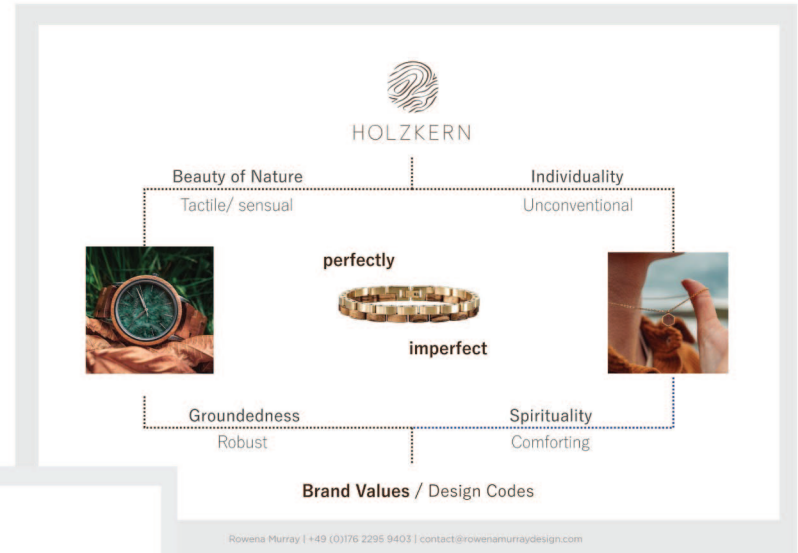
HOLZKERN

Customer Profile



→ USP ?

Competitors



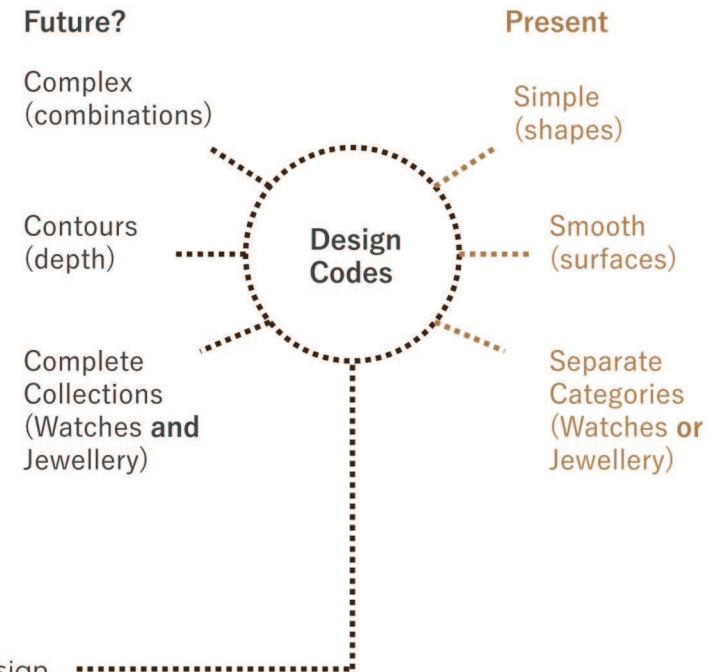
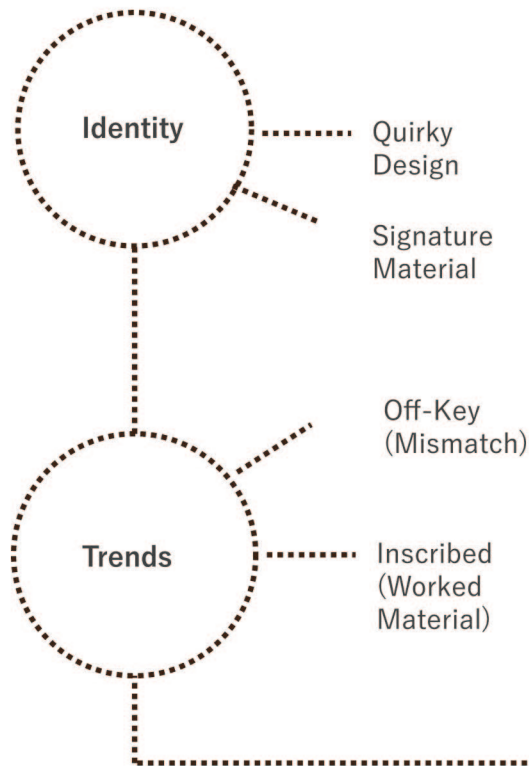
Design the next 'bestselling' collection

Brand Analysis

Brand DNA
What is 'missing' from the portfolio?



HOLZKERN



Beauty of Bark

Wood is not just the material, wood is the design.



Design Strategy



HOLZKERN



Gilding



Vienna



Birch

Cork

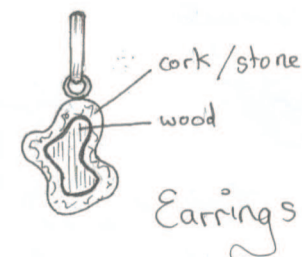
Design Inspiration



HOLZKERN



“Platanus”
(Plane Tree)



Patches of Bark

Design Concept