



PURE ALLURE

Born in heritage. Made to endure.

MINI STRATEGY DECK
Curated by M N Fathimath Amaana

BRAND STORY & POSITIONING

Handcrafted in the traditions of royal Rajasthan — and complemented by contemporary artisan designs — Pure Allure is for the discerning bride and the quiet collector alike. It is not just a jewellery brand, but a celebration of memory, legacy, and emotion.

With each Kundan, Polki, or modern handcrafted piece, a story is born — from Jaipur's skilled karigars to the hearts of brides and dreamers across India.

This deck is a peek into how the brand can grow — visually, emotionally, and narratively — with elegance and depth.



VISUAL & EMOTIONAL THEMES

1. Brides of Pure Allure

A monthly editorial series featuring real brides and their wedding-day jewellery stories. Emotional, intimate, timeless.

2. Stories in the Dust: An Heirloom Series

Jewellery left behind in still-life corners — beside half-read letters, on wooden dressers, in the folds of silk. Evokes memory and nostalgia.

3. Stone & Shine

Minimal backdrops, textured walls, stone surfaces with light bouncing off the jewellery — where the piece does all the talking.

4. Midnight Shoots / Twilight Styling

Go dusky. Play with candlelight, golden hour shadows, and sacred stillness. Mood: The piece belongs in a secret moment.



CONTENT PILLARS

1. From Hand to Heirloom

Process-driven visuals. Watch the jewellery come to life — raw metal, stone setting, final polish.

2. Karigar Diaries

Portraits of artisans in Jaipur. A tribute to the unseen hands.

3. Not Just a Model: The Muse Series

Feature real people, not professional models. Tell their story through jewellery. Makes luxury feel lived-in and reachable.

4. Jewellery x Everyday Routines

A woman tying her hair. Writing in a journal. Walking barefoot. Message: Luxury can live in the quietest parts of your day.



SIGNATURE CAMPAIGNS & MESSAGING

1. Heirloom Hour

A once-a-month spotlight where one piece gets a story: where it's made, what it evokes, and where it could belong. Like a time capsule in 60 seconds.

2. The Allure Archives

A digital or visual scrapbook of past brides, muses, and moments. Feels timeless and collectible. Could even live as a permanent Highlight or Pinterest board.

3. Letters to Allure

Real or stylized “letters” written from wearers to the piece — expressing gratitude, nostalgia, or memory.

4. Legacy in Layers

Styling campaign that layers different pieces — old and new, heritage and modern — to show continuity and evolution.

Tradition is not static — it evolves, just like us.



MEN OF ALLURE

For the men who carry legacy without saying a word



Featuring real men, not mannequins — from grooms who choose legacy over trend, to everyday moments that wear tradition with ease. Allure for Him introduces heirloom pieces crafted for quiet masculinity, subtle strength, and timeless power.

Because heritage isn't loud — it's lived.

MOODBOARD



MOODBOARD



CONTACT ME

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THANK YOU

Tradition brought us here. Imagination will take us forward. Shall we?

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