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Exploring Creative Techniques  
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LOGO

Presented to:  
VERONIQUE DUCHARME

Collège LaSalle

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## AVANT

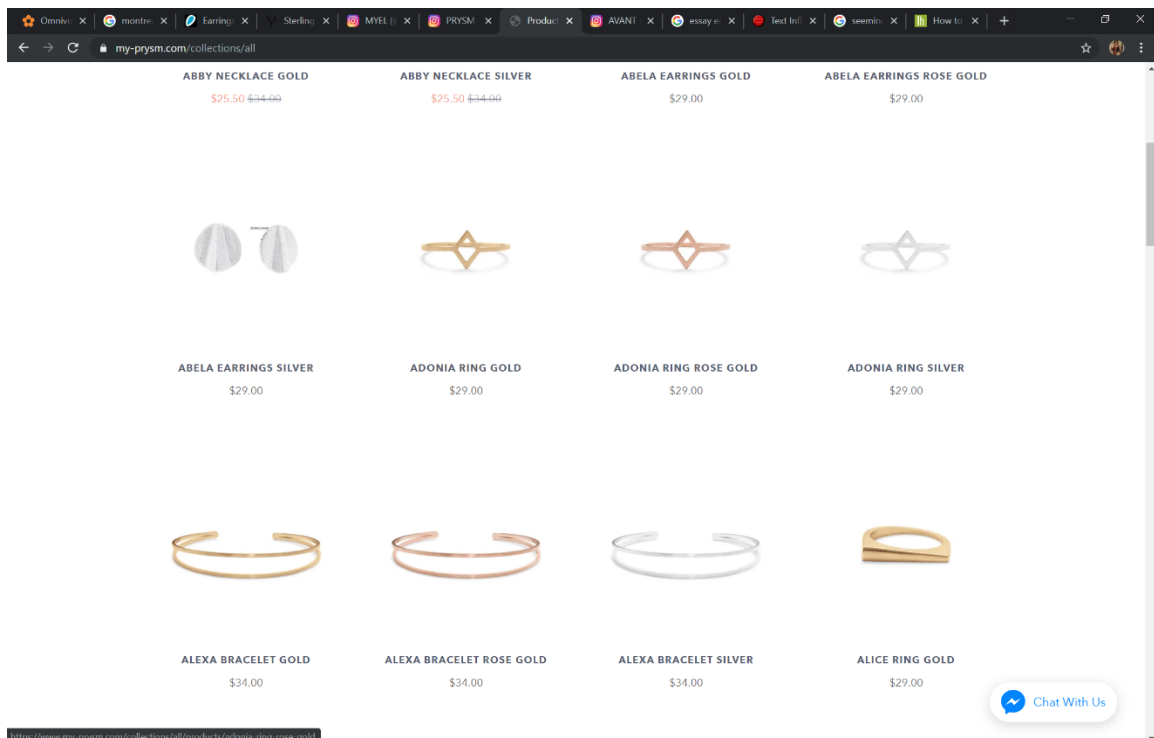
AVANT is a jewellery company that offers wearable art and contemporary designs. For this business one of one piece would be made handmade either in 925 or 999 silver. Each piece would be made with a story behind it which could be fairly significant. For my design I wanted to go with something that is simple but yet pleasing, much like the jewellery AVANT would have to offer. Through this I am trying to communicate the idea that we should cherish things more because not everything can be replaced. The story behind each piece can not be replaced, along with the memories attached to it. I feel as if AVANT would be something for everyone and not just minimalist since most of the pieces would be diverse and unique in its own way. I would like for the work AVANT produces to be viewed as art or more precisely wearable art instead of it being view as just jewellery because for me at the end of the day everything is art.



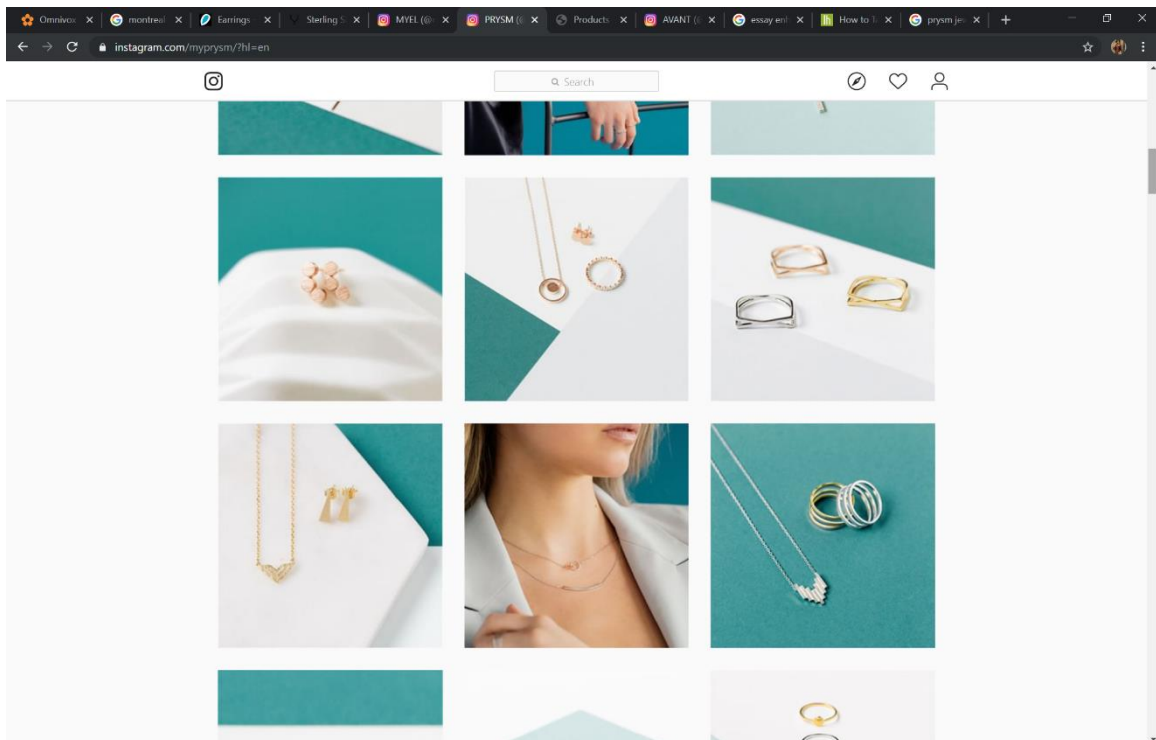
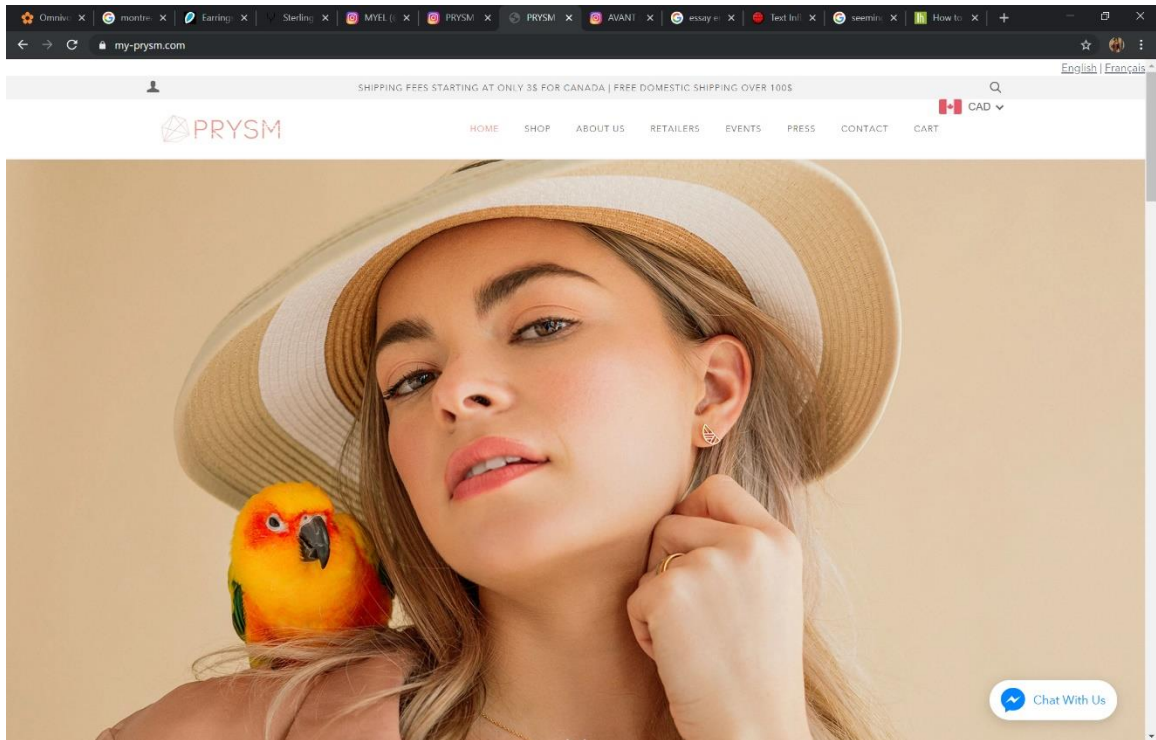
## PRYSM

This is a jewellery company that designs its products in Montreal, Quebec, Canada. The brand, PRYSM offers minimalist jewellery that could be made in double plated silver or 16 karat gold. They tend to use minimal lines and curves to make up their work. The lines they use to make their rings they do in a unique way so that each piece may evidently have their own uniqueness. They seemed to be designed in a way that you can wear it alone or stacked in layers with other rings so that you may be pleased. It seems that PRYSM is trying to communicate that though they are very minimalistic, they are still very fashionable. Their brand image shows a lot of colour where the jewellery is showcased on Instagram which would imply that their jewellery is minimal but can also stand out when given the chance. The use of colour also seems to make the image much more vibrant. The company seems relatively new and I think that they are trying to tell their audience that their work could be something that the vast public could appreciate and not just the minimalists that it is directed to.







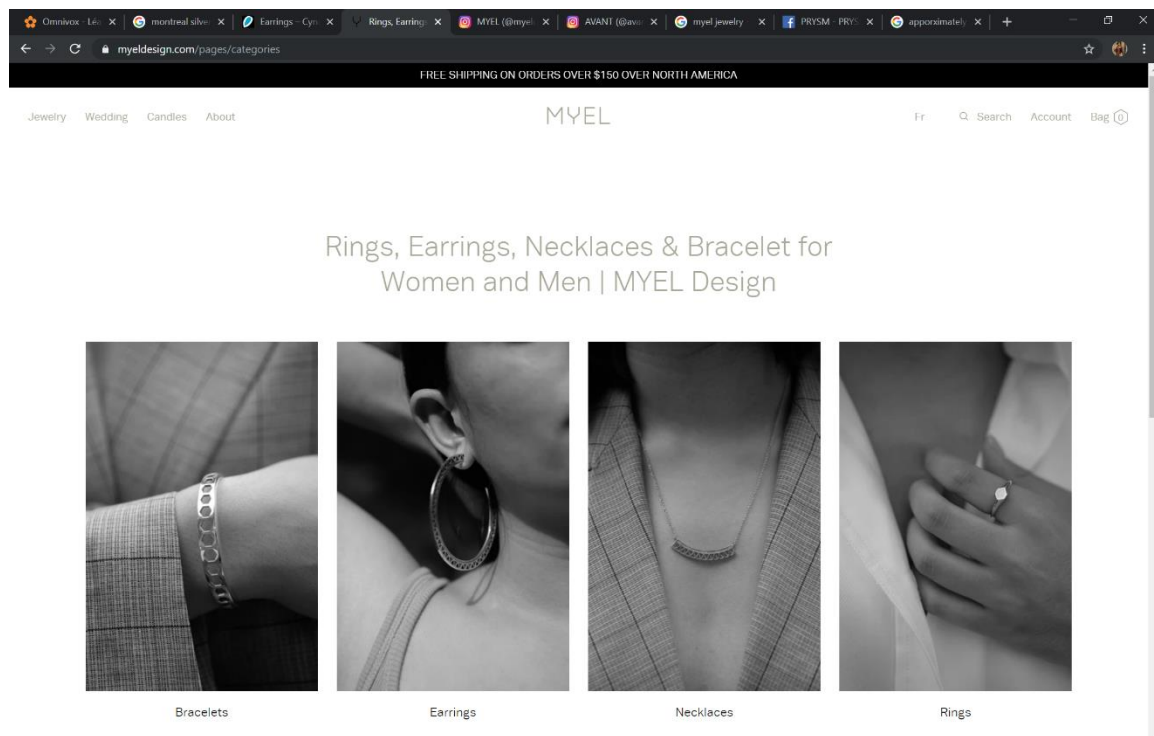




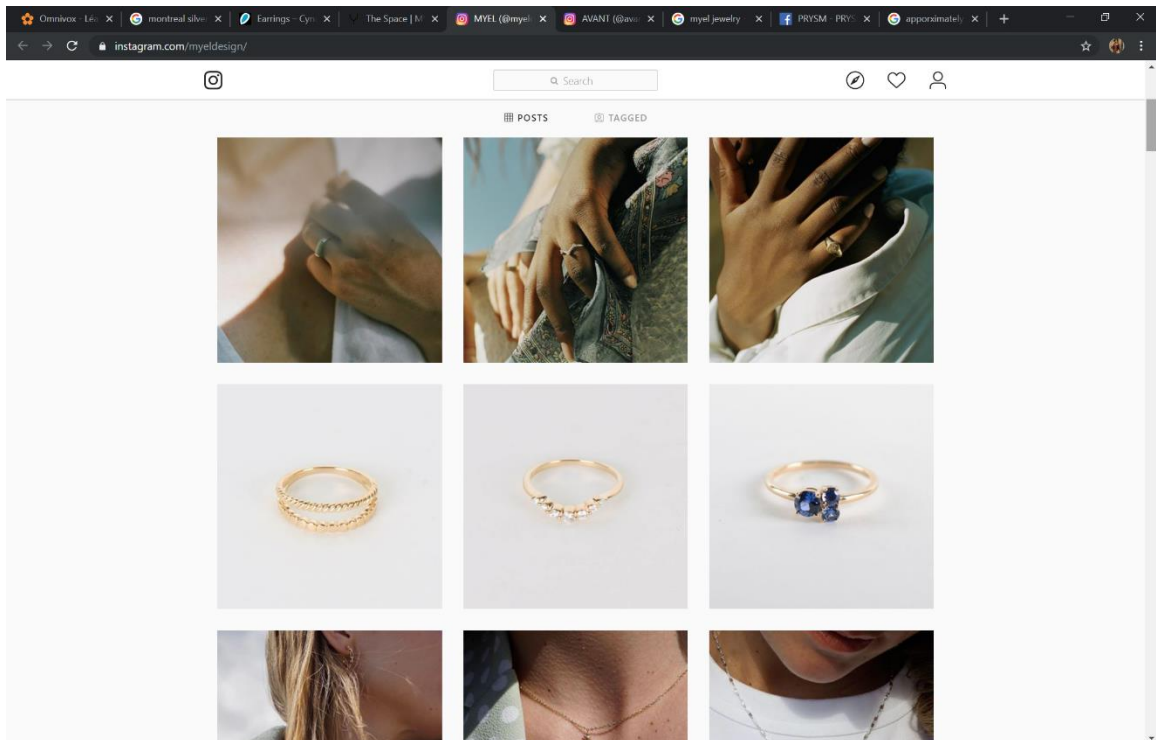
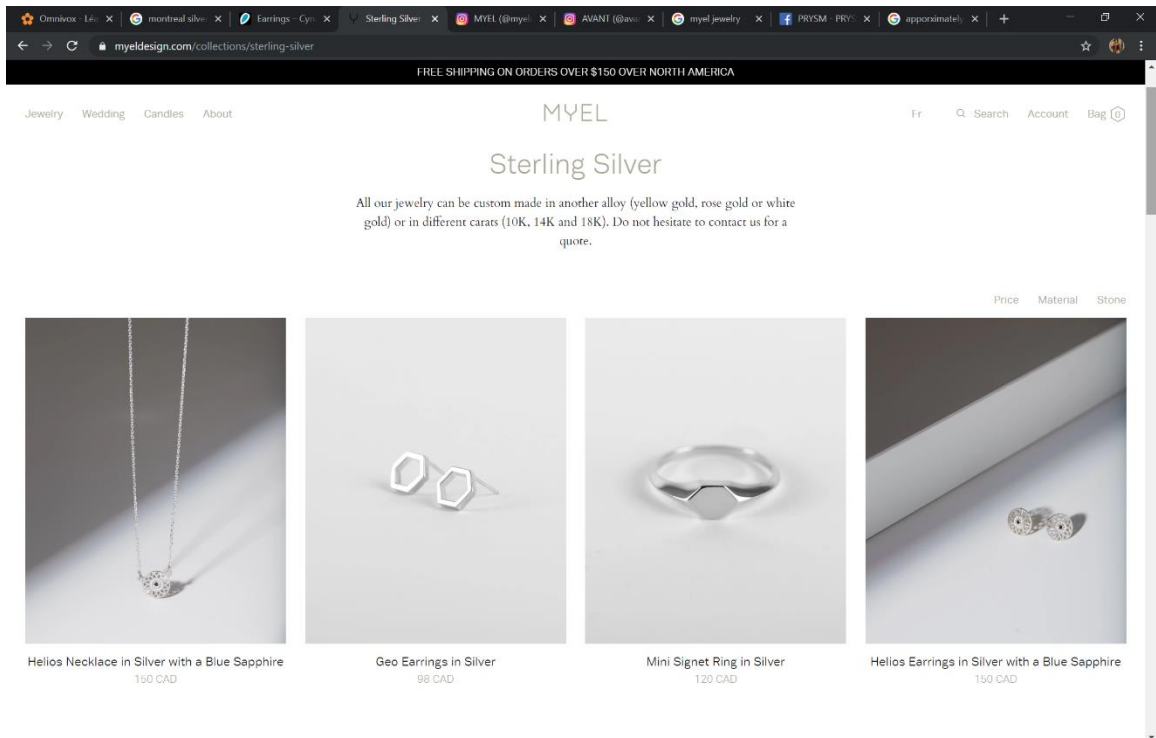
## MYEL

MYEL is a jewellery company that also makes candles. This company seems to take pride in environmental role and offers honesty concerning their work. The jewellery they offer is not as minimal as the other local company, but it still is. While for my company it is more silver based, MYEL offers sterling silver, gold, white gold and rose gold. They tend to aim for more minimal designs instead of just going for curves and lines. It seems as if they aim to have designs and patterns but just minimal ones. The way in which this brand is similar to the business I am imagining for project is because the jewellery they make are somewhat similar to the ideas that I had conjured up in my mind. I chose this company as one of my inspirations because as I was doing research and saw pictures of their boutique, I saw and felt that it gives an ambiance of calmness and pleasure while also offering you contemporary art even though it is somewhat minimal.

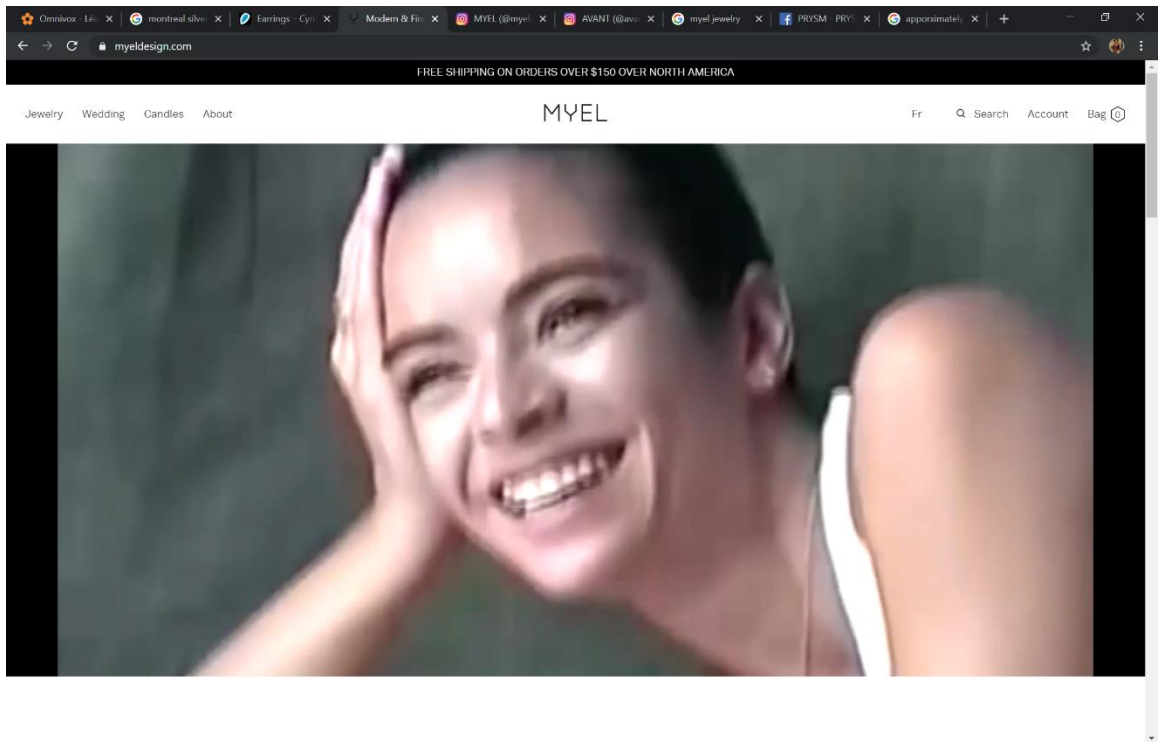














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