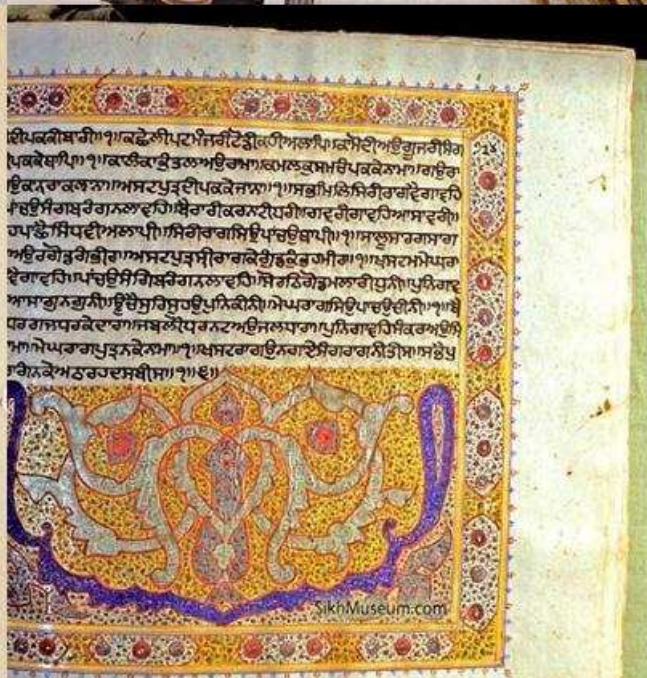


CONCEPTUAL PHOTOSHOOT

RELIANCE JEWELERS: PUNJAB PROJECT

PROP
MOOD-BOARD





ROUTE 1 :

SOIL

**Punjab, blessed with abundant water flow,
makes it a farmer's home. For a farmer, the
soil is his whole livelihood and an emotional connection.**

Prop Mood board & Base







ROUTE 2 :

PHULKARI

**Phulkari holds the richness of craft and the identity of the state.
The embroidery craft showcases the culture and intricacy of life through it.**

Prop Mood board & Base





A close-up photograph of Sheesham wood, showing its characteristic wavy, undulating grain pattern. The wood has a rich, warm brown color with darker, almost black, wavy lines that create a unique, organic texture. The lighting is soft, highlighting the natural grain and knots of the wood.

ROUTE 3 :

SHEESHAM

It is the state tree of Punjab that grows along fertile riverbanks. Because of its extreme durability and elegance it is famous for woodcarving, engraving and furniture.

Prop Mood board & Base









ROUTE 4 :

MUSIC INSTRUMENTS :

Punjab and Sikhs have their own distinct musical instruments which can represent the state.

Prop Mood board & Base











ROUTE 5:

GOLDEN TEMPLE:

Punjab, the name conveys the abundance of water flow in the state but the purity of holy water from gurudwara (Golden Temple) flows and reflects in the people of Punjab. This makes it an inevitable element of the state.

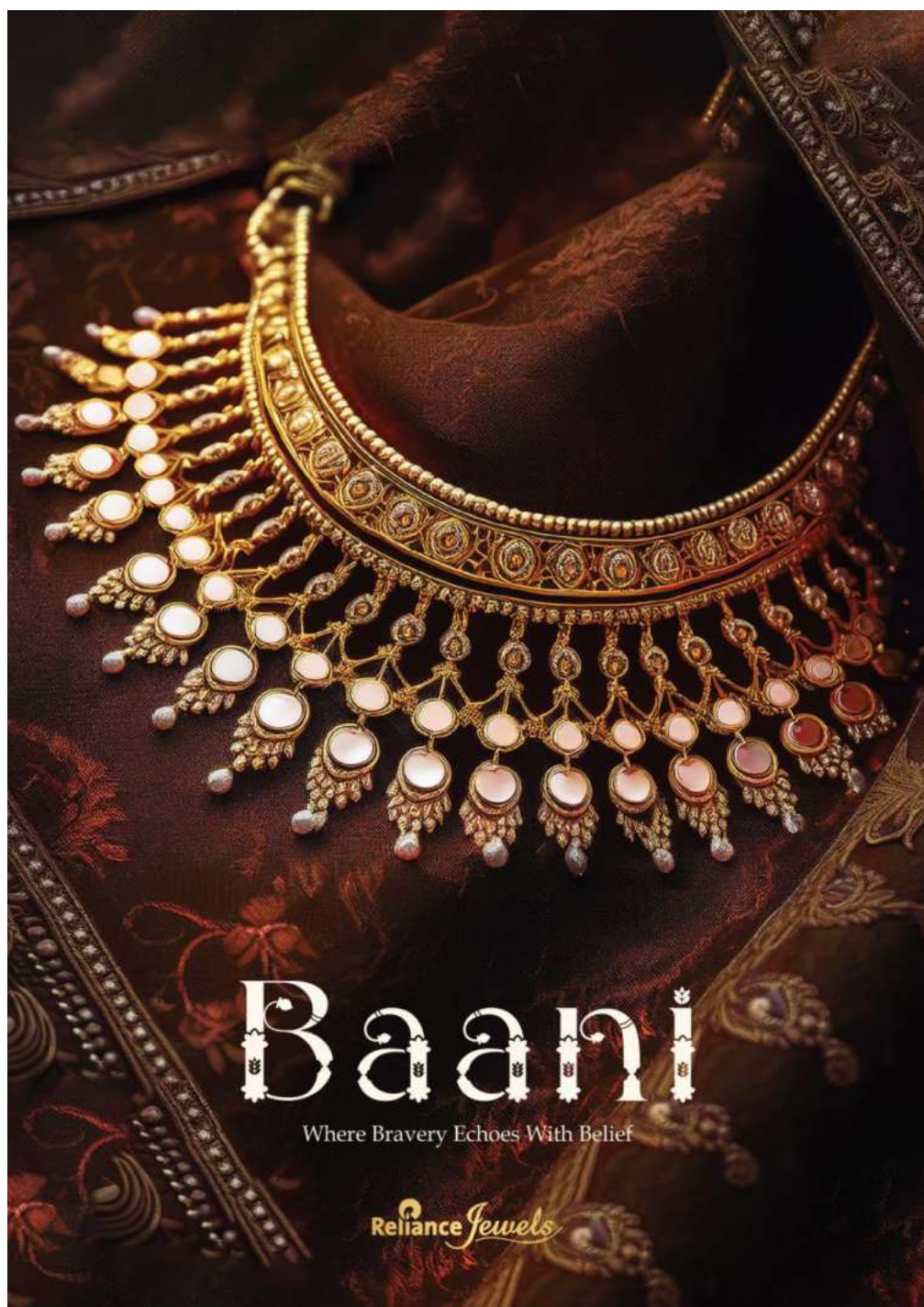
Prop Mood board & Base







LAYOUTS



Baani
Where Bravery Echoes With Belief

Reliance Jewels

Reliance Jewels



Baani
Where Bravery Echoes With Belief





Reliance Jewels
presents

sutlej

Where Bravery Flows With Belief



Reliance Jewels

Baani

Where Bravery Echoes With Belief

Reliance Jewels



Baani

Where Bravery Echoes With Belief