

MODEL PHOTOSHOOT

RELIANCE JEWELS: PUNJAB PROJECT



ROUTE 1 :

MOHRAKASHI:

A traditional wall painting technique, is employed as a powerful expression of devotion to the Sri Guru Granth Sahib. The backdrop of the photoshoot is abstracted into Mohrakashi-inspired wall paintings. These paintings visually represent the inspirations behind each piece of jewelry, capturing the essence of the jewelry.

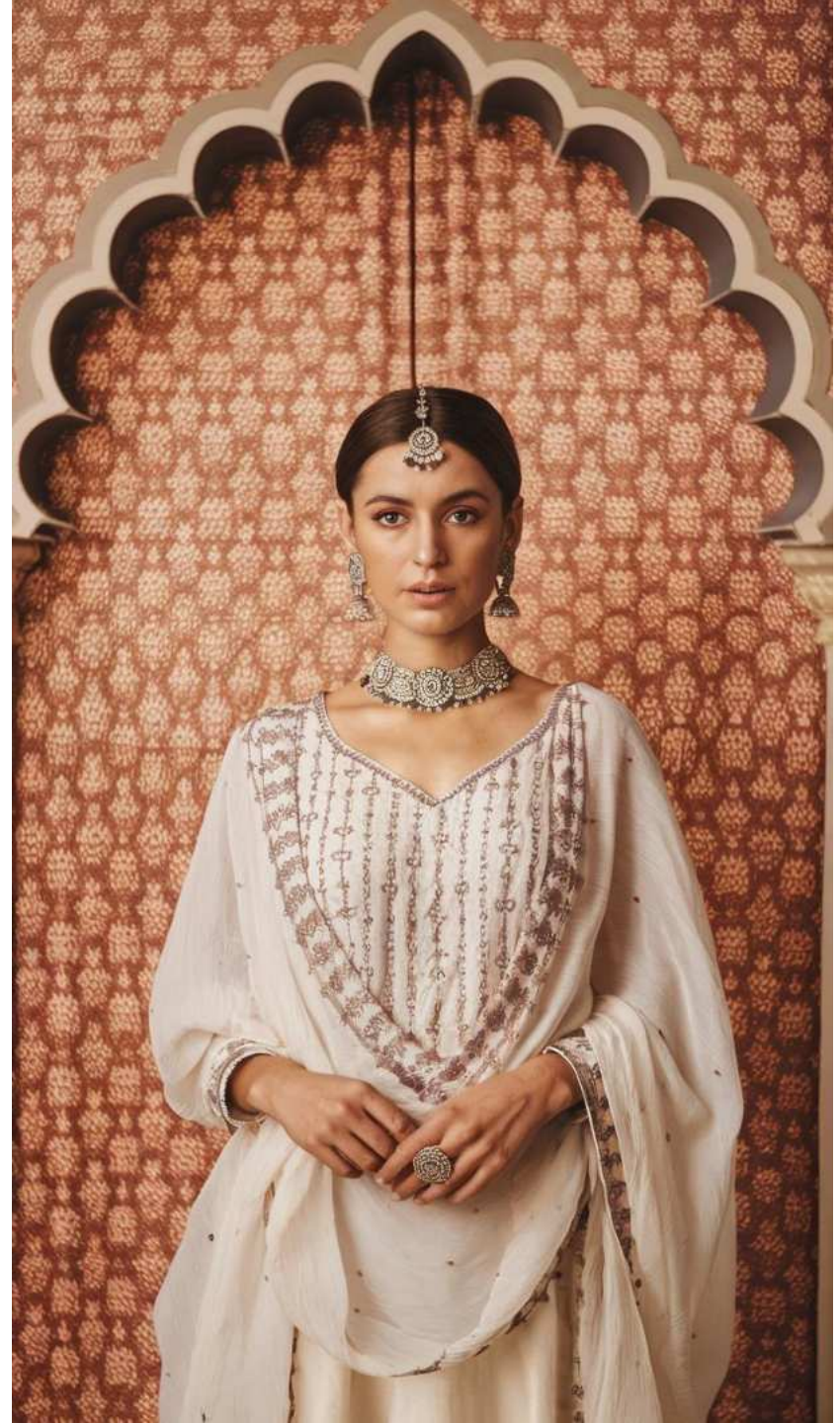




ROUTE 2 :

GOLDEN TEMPLE:

Is the beacon of devotion and a cultural cornerstone of Punjab. Inspired by its architecture we incorporate its iconic multi-foil arches and silk-embroidered fabrics as a backdrop. These elements serve as visual metaphors, capturing the temple's spiritual significance and the rich heritage of the region

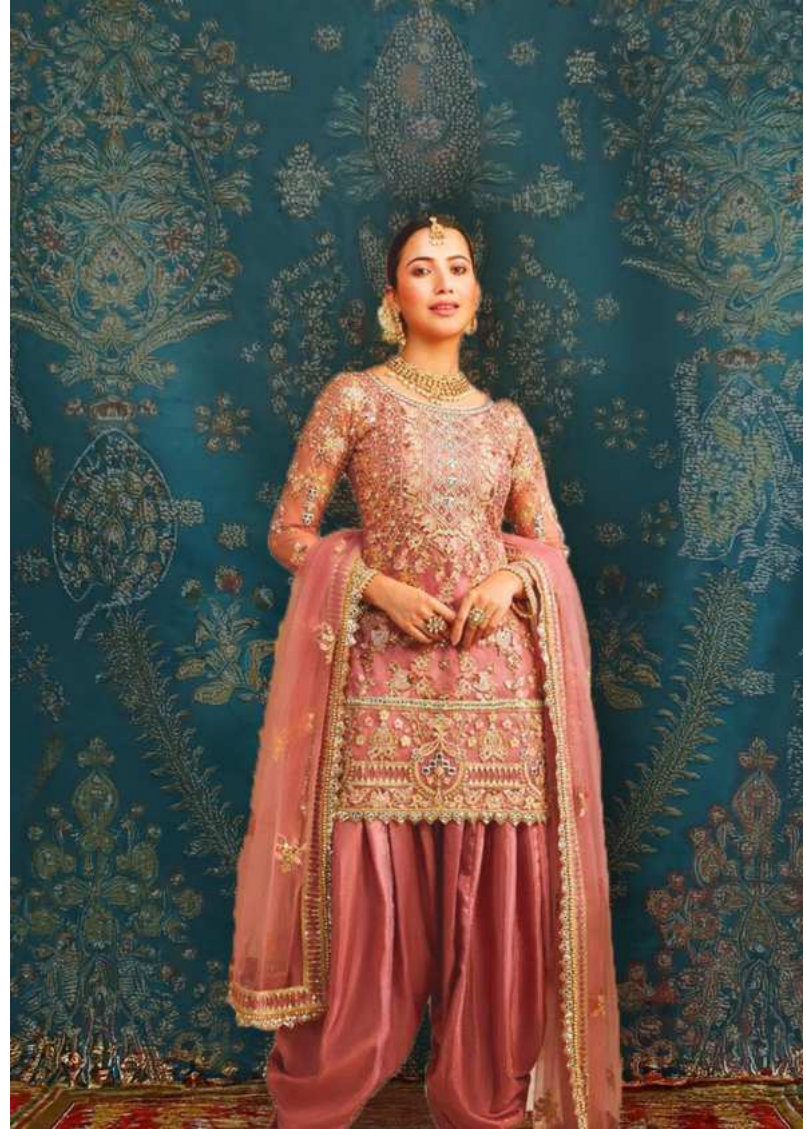




ROUTE 3 :

PHULKARI :

The Punjabi Phulkari textiles are a testament to the deep-rooted beliefs and traditions of the region. These patterns and colors reflect the cultural heritage of Punjabi craftsanship. They create a backdrop that resonates with the timeless wisdom and faith.



LAYOUTS

Reliance Jewels



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Where Bravery Flows With Belief

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Inspired by
Phulkari

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