



GEM KREATIVES

gemkreatives.com

WHO WE ARE

GEM Kreatives is an agency specialised in creating strong visual identities for jewellery brands since 2015. Founded by Julia Flit, artist and fine jewellery photographer and Liza Urla, GEMOLOGUE founder and gemologist. With many years of experience in the jewellery industry, Julia and Liza have helped dozens of jewellery brands.

OUR SERVICES

Our services are custom-tailored to your needs: from creating your brand identity to concept development, from photography and cinematic video production to collection development. Together with a team of creative professionals, we will accomplish your vision.

ADVISORY

We overlook the processes of brand creation and guide you to achieve the best possible result on budget.

360 JEWELLERY CAMPAIGN

We work hand in hand with you to revamp the brand, bringing a team of best suitable creatives for your style and budget.

HOW WE WORK

We take on board only a few jewellery clients who, we believe will benefit from our work. We can step in at every stage in the process and bring a team of the best suitable creatives for your style and budget.

Our aim is to connect the dots between your brand and your audience.

Our mission is to identify the important nuances and reinforce it into the storytelling process.

Together we will create eye-catching imagery for your advertising campaign and social media. We will build a strong brand identity that reflects your vision. But most of all, we will provide you with the peace of mind of knowing that all your deadlines are met, executed to the highest standard.

WE INSPIRE YOU TO GROW

WE MAKE YOUR BRAND DESIRABLE

**WE MINIMISE COSTLY MISTAKES
BY OFFERING OUR EXPERTISE**

360 JEWELLERY CAMPAIGN

We will not only provide you with the beautiful imagery for your jewellery advertising campaign and social media, we also provide you with the peace of mind that everything will be done on time, to the highest standard and it will reflect your branding.

360 Jewellery Campaign stands for creative lookbook, appealing line sheet, desirable product shots & model shots, cinematic video content, catchy social media assets.

GEM Kreatives can work anywhere in the world. We have already shot in the USA, Brazil, UK, France & the Maldives.

IT INCLUDES:

CONCEPT DEVELOPMENT
TEAM MANAGEMENT
MODEL CASTING
JEWELLERY PHOTOGRAPHER
ART DIRECTION
NAIL TECHNICIAN
FASHION STYLIST
HAIR & MAKE UP ARTIST
BACKSTAGE PHOTOGRAPHER
PROFESSIONAL RETOUCH
LOOKBOOK GRAPHIC DESIGN



TABAYER



TABAYER

The house of TABAYER, emerging fine jewellery brand loved by the celebrities around the world, commissioned GK to develop their overall branding strategy and advertising campaign. TABAYER's signature style is glamorous, enigmatic and elegant. It's not surprising that the likes of Bella Hadid, Candice Swanepoel and Milla Jovovich are in love with TABAYER's pieces.

We worked on a very tight deadline and achieved great results. Not only we developed all visual material including videos from the new collection launch in RITZ, Paris, brand book and two advertising campaigns, we have also overseen the jewellery design process all the way from initial sketches to the technical drawings to production. We are honoured to be working and looking forward to more exciting projects coming soon with TABAYER worldwide.

TESTIMONIAL

We were looking for an exclusive creative agency to put together high level jewellery look books, line sheets, brand guidelines that can deliver it in a timely manner. This is why we sought out the professionals at GK. We knew that the work produced by GK would always be of highest quality and delivered on time.

We have worked with GK team on various projects including 360 jewellery campaign. We were unable to be present on the shoot, but it was very easy working remotely on it. We had a mood board and a concept planned out prior the shoot based on the creative director's vision of the brand. We had also been remotely involved on the day of the shoot receiving ideas and approving images as they had been shot.

We were able to elevate our brand with the proper content needed for a fine jewellery brand. GK always delivers the highest level of professionalism and quality work. We do actually look forward to continuing our relationship with GK as well as will recommend them to anyone who is looking to attain such goals and professionalism.





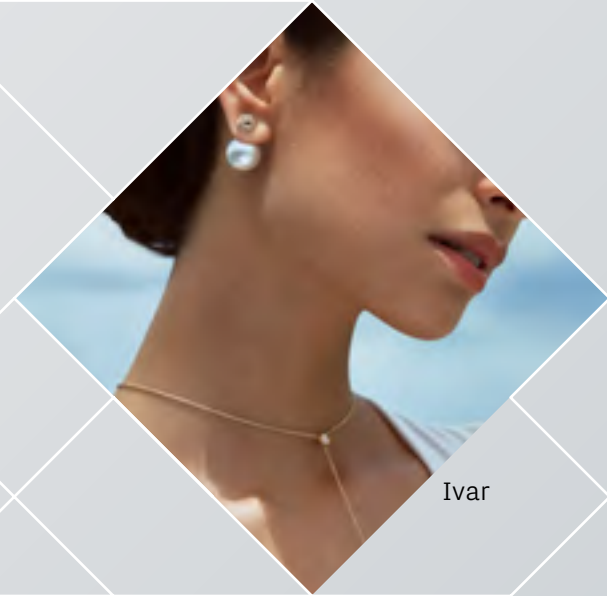
IVAR

Originating from India, Ivar is very elegant and sophisticated fine jewellery brand. Gem Kreatives was hired to produce 360 jewellery campaign that included concept development and graphic design for a look book, engaging social media assets and a brand video teaser.

The campaign was shot and launched at the stunning St Regis Maldives Vommuli Resort, where Ivar has also just opened a boutique. We brought the whole team from London and Paris to the Maldives for this project. Despite the uncontrollable weather conditions, the campaign turned out to perfectly reflect the brand's identity.

TESTIMONIAL

We are immensely proud of the images that we received from GEM Kreatives team and the quality of work. We have used the visuals extensively over the website and our social media feed.



IVAR



DAOU JEWELLERY



DAOU JEWELLERY

Young contemporary designer, Dalia Daou commissioned GEM Kreatives to reincarnate her father's 1930s brand and give it a second life. What a fun re-branding project this was!

We created a clean new look, and took a minimalistic approach to the responsive design of the website, and included a much-needed online boutique. To complete the package, we created a very personalized look book to reflect the inspiration behind the brand, and the artistic flair of its talented designer.

Dalia Daou won Best New Jewellery Designer at UK Jewellery Awards 2016 and was picked to be a part of Rock Vault to present her collection at Couture in Las Vegas, proving our successful track record.

TESTIMONIAL

After meeting hearing straight from the GEM Kreatives experts their frank verdict on all the little things that had been bothering me about my website and imagery I had the great opportunity to work with them.

Realising the wealth of knowledge they have, both creative and with regards what works commercially, I decided to invest in an inspired package combining photography and website design for a cohesive end result. On the second project their creativity really took off, we talked through concept, style, message, and I was kept involved in all details beyond this outline stage.

Working with GEM Kreatives has been such a joy and a given me the impetus to aim higher now Daou Jewellery's presentation matches our designs and high-quality values.



DAOU JEWELLERY

our, love
- let me come under your spell





SILVIA FURMANOVICH

SILVIA FURMANOVICH

We were honoured to work with one of the most exciting Brazilian jewellery designers, Silvia Furmanovich, on the jewellery campaign for her new Botanical Marquetry Collection which launched at Couture in Las Vegas.

We shot the campaign in Jardim Botânico in Sao Paulo with a great team of creatives. The location of the shoot in the botanical gardens was perfect for Silvia's stunning nature-inspired pieces. The outdoor shoot lasted two days, and the final campaign shots turned out to be dreamy and gorgeous perfectly capturing the essence of the new collection. The jewellery campaign is distributed worldwide and placed as an advertisement campaign in Vogue and Bergdorf Goodman.

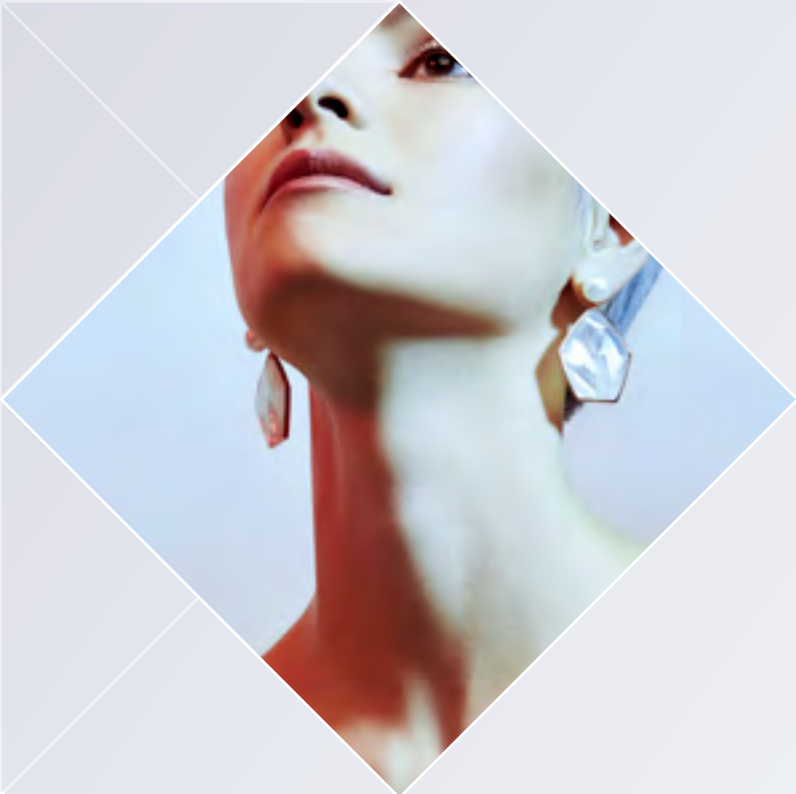
TESTIMONIAL

Thank you very much for your work on our Botanical jewellery campaign. We are very happy with the results and the success the jewellery campaign is making! We have positive feedback from press and buyers at Couture in Las Vegas.

Thank you for your professionalism and commitment.

SILVIA FURMANOVICH





OLIVIA AND PEARL

OLIVIA AND PEARL

Emerging jewellery brand Olivia & Pearl commissioned GEM Kreatives to create a visual identity including product shots, lookbook, website banners, portrait, backstage, social media and brand video.

What a fun creative project this was! To show pearls in a new light for this direct to consumer jewellery brand, we suggested playing with colours and iridescent film. To complete the package, we created behind the scenes social media content to reflect the inspiration behind the brand and encourage sales.

TESTIMONIAL

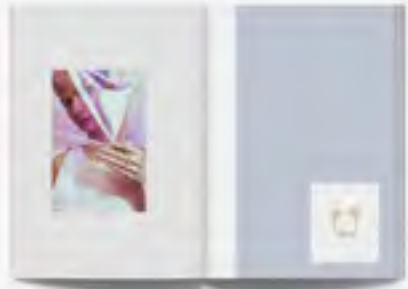
Gem Kreatives answered our brief perfectly – they enabled us to launch our business on time and in a spectacular fashion. We received an overwhelmingly positive response to our campaign launch, helping improve our brand awareness, build credibility and ultimately drive sales.

The benefit of working with GEM Kreatives is firstly they are industry experts. Their experience, knowledge and creative talent are second to none. Secondly, they provide a 360 solution, there's no need to outsource to multiple consultants & suppliers as they provide all services under one roof.

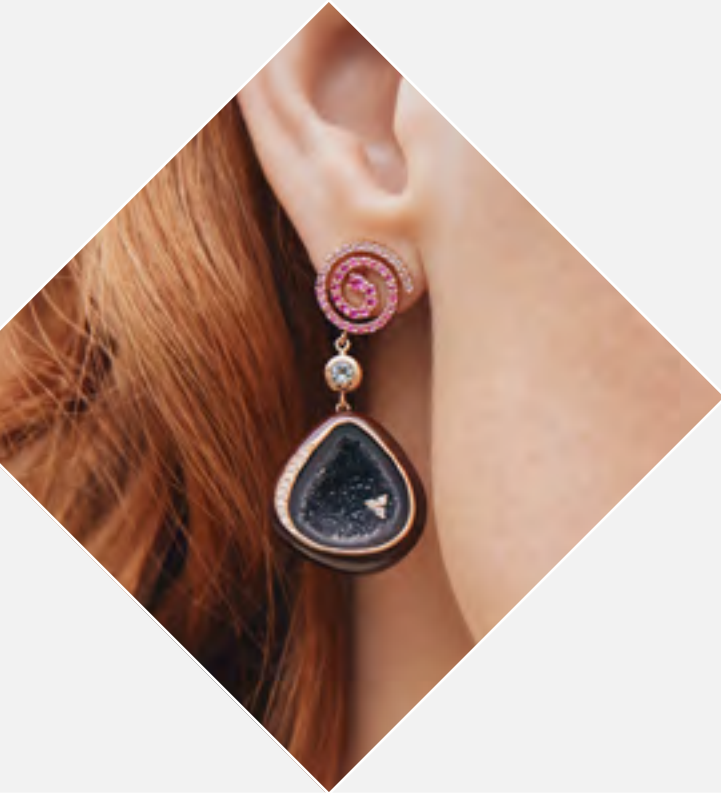
Olivia & Pearl won Business Startup of the Year Award for being the most creative, innovative and ambitious new business they have funded. We exceeded our sale targets in the first month of trading and have been selected to exhibit at the London Fashion Week Festival.

None of which could have been achieved without GEM Kreatives, they are an essential part of our business and a key factor in our success!

OLIVIA AND PEARL



MARMARI



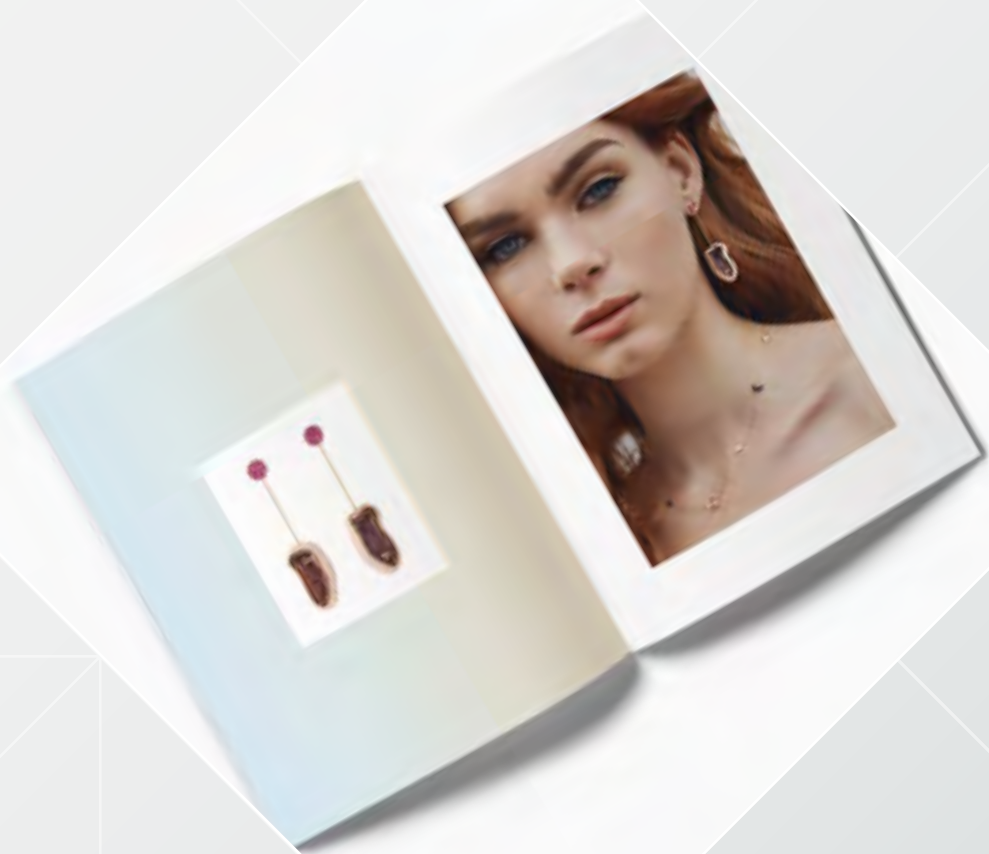
MARMARI

An emerging Dubai-based designer commissioned us to create a 360 jewellery campaign - look book, social media assets, website banners, portrait, product photography and brand video - to help to launch her brand. The designer had a very strong vision in mind: "It should be fun, happy, powerful and shot on the streets of London".

After extensive location scouting we picked a street lined with Notting Hill's colourful houses that were absolutely perfect for the dancing concept we developed. We chose a model with gorgeous red hair to be the face of the campaign. Both the location and model reflected the brand's identity and radiated positivity. We were shooting a video as part of the campaign, so the dance moves were also incorporated into the story. The whole look is full of contrasts, which really helps the jewellery pieces with black geodes to stand out.

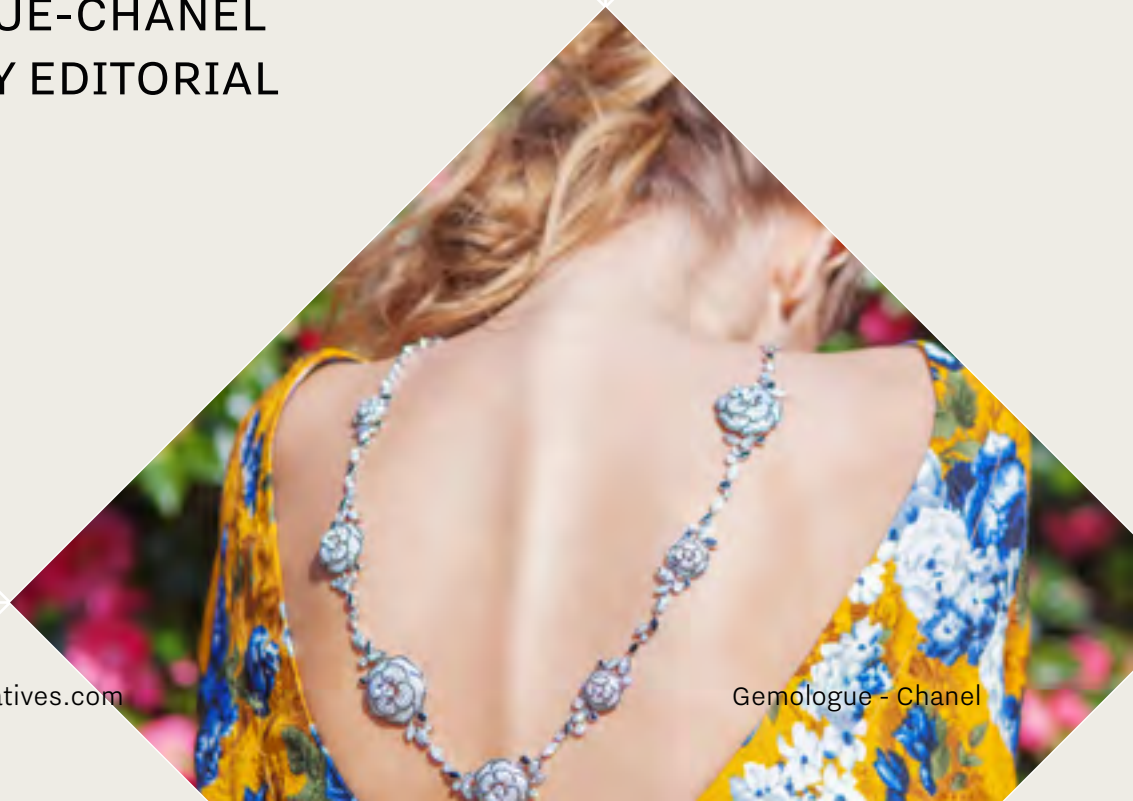
TESTIMONIAL

It is very refreshing to see a team that works together in such harmony. GEM Kreatives' passion comes from a deep understanding for jewelry and the stories that each piece tells. This was a priority for me, especially for Marmari's first campaign. I enjoyed working with GEM Kreatives. They captured the spirit of the brand and I am looking forward for our next adventure.





GEMOLOGUE-CHANEL JEWELLERY EDITORIAL



GEMOLOGUE

A decadent dialogue with hundreds of jewellery brands in the world, GEMOLOGUE showcases some of our greatest collaborations to date.

Designed for jewellery lovers with an eye for exquisite style, we created [gemologue.com](https://www.gemologue.com) website and jewellery editorials for a fully immersive experience, driven by a luxurious aesthetic and global appeal.

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