



THE ROLE OF THE ARTIST, USE OF TECHNOLOGY
& TECHNICAL SKILLS IN
ORNAMENTAL DESIGN

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কারিগরি দক্ষতা

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BANGLADESH JEWELRY INDUSTRY AT A GLANCE

Traditional Craftsmanship:

- A rich heritage of intricate designs and techniques passed down through generations.

Main Products:

- Gold, Silver & Diamond

Market Size:

- Bangladesh Jewelry Market: Over 1 lac Crore+
- 40,000+ Jewelry stores in Bangladesh. (Source: BAJUS)



BANGLADESH JEWELRY INDUSTRY AT A GLANCE

Imports

- In 2021, Gold imports: \$293M (Source: OAE Bangladesh)
- Top importers: United Arab Emirates, Singapore, Malaysia
- Fastest-growing market: Singapore

Exports:

- In 2021, Gold exports: \$1.23M (Source: OAE Bangladesh)
- Main destination: United Arab Emirates

Export Potentiality:

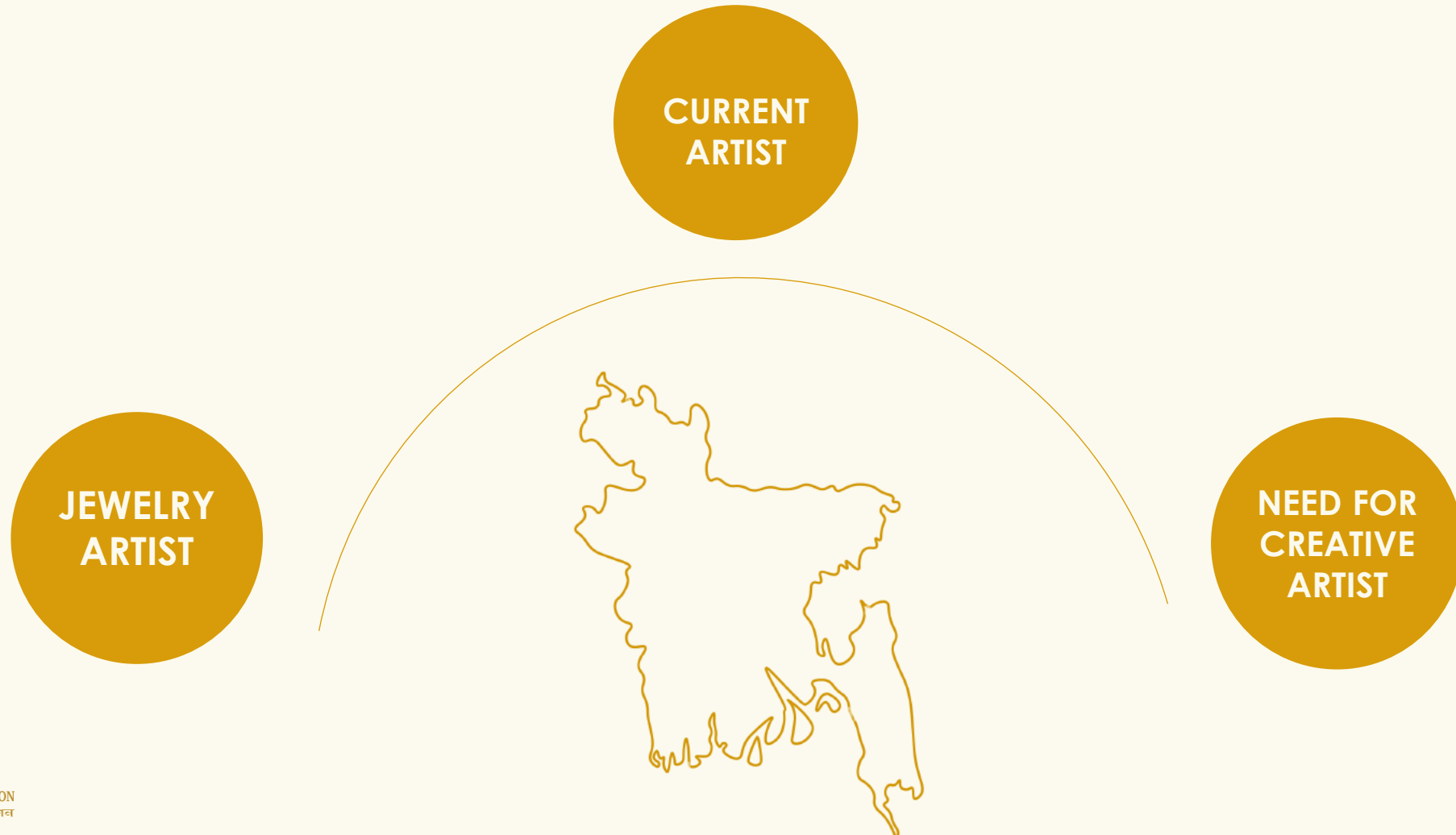
- Focus on design innovation, quality assurance, and competitive pricing.
- Growing potential to export locally crafted gold jewelry.

Forecast:

- Annual growth rate forecasted at 12.1% from 2022 to 2030.
- Market projected to reach \$2.109 billion in sales by 2030.
- Sales of gold jewelry and gold bars in 2020: \$237.9 million and \$82.82 million, respectively. (Source: OAE Bangladesh)

HOMOGENOUS

MARKET OF LOCAL DESIGNS



HOMOGENOUS MARKET OF LOCAL DESIGNS

JEWELRY ARTIST

Creativity and innovation is the heart of any business.

Unique jewelry designs will enable competitive edge

CURRENT ARTIST

No trained or any Artists in the industry

Rely on photocopies from Karigors (Goldsmith)
Homogeneity in designs for locally made jewelry

Almost zero edge over competitors
Dependency on foreign-made jewelries for uniqueness in designs

NEED FOR CREATIVE ARTIST

Call to action for Creative and skilled Artists

Artists with a good understanding of the industry

Investment for quality designs and enhanced customer experience



THE ROLE OF ARTIST IN BANGLADESH JEWELRY MARKET



The power of creative collaboration

The right designer will offer expertise, as well as provide insights that you may have not yet considered

Defining your own brand and style

With custom jewelry designers, you have the power to shape your own story through one-of-a-kind pieces that speak about your brand and taste

Using the right material and technique

Choosing the right materials can make or break your design, as well as have an impact on its durability and utility.

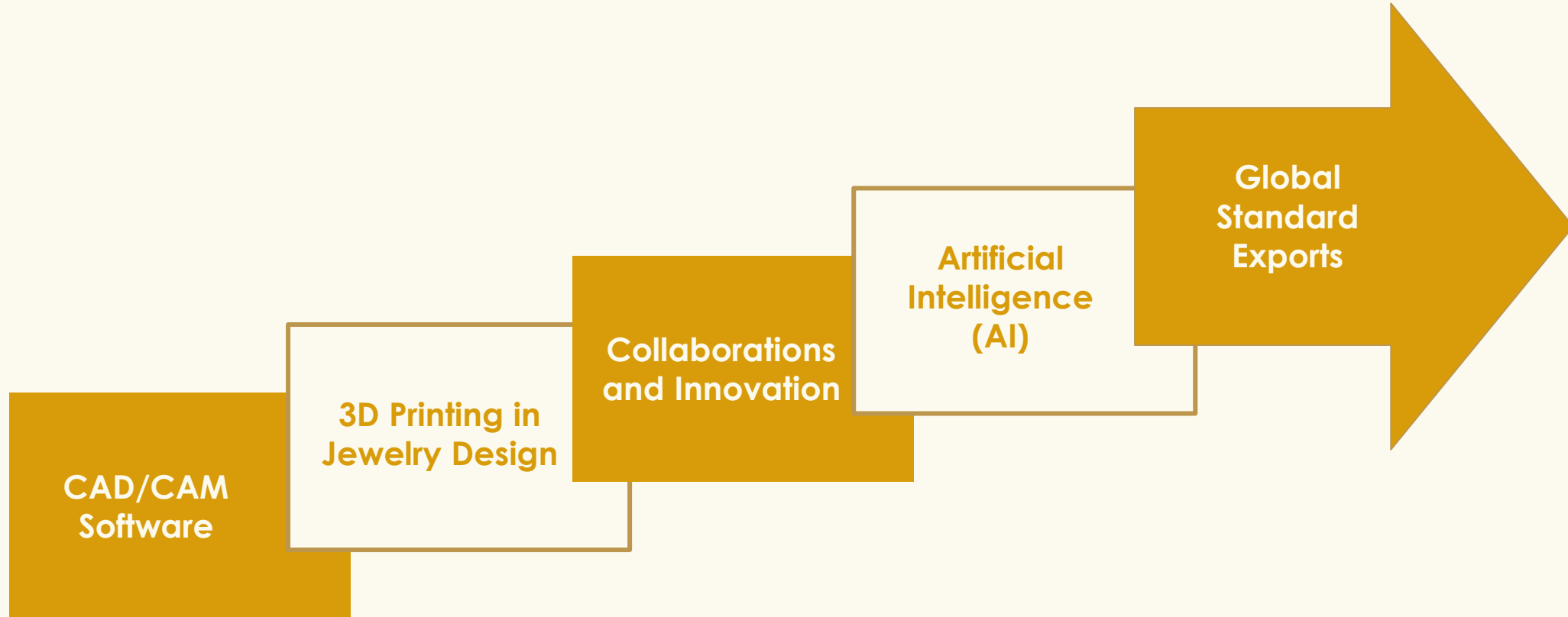
Enhancing customer experience

Giving something unique to your customers that matches their personality

Global standard designs

Creating Global standard designs that cater to global customers will expand your market size.

THE ROLE OF TECHNOLOGY IN BANGLADESH JEWELRY MARKET



THE ROLE OF TECHNOLOGY IN BANGLADESH JEWELRY MARKET



These tools enable designers to create intricate models and prototypes efficiently, reducing the time and resources required to bring a design from concept to reality

**CAD/CAM
Software**

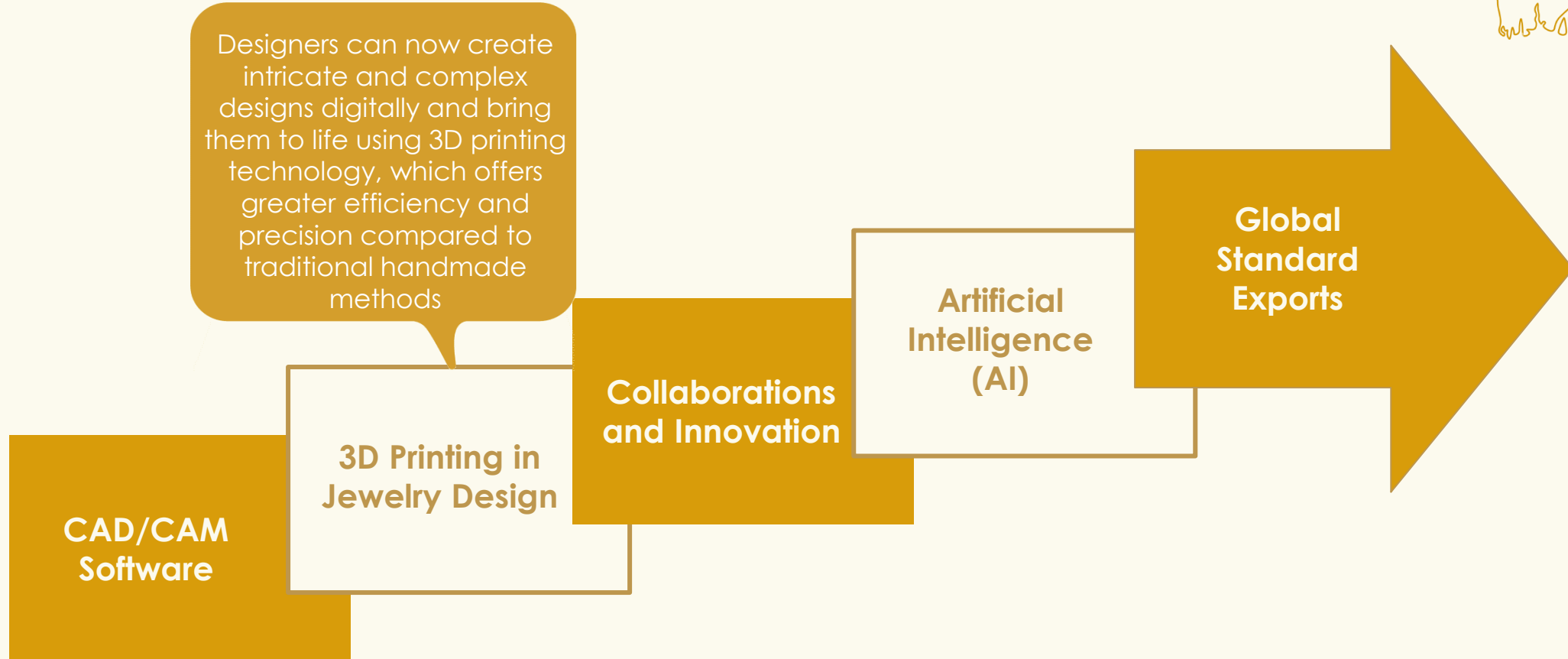
**3D Printing in
Jewelry Design**

**Collaborations
and Innovation**

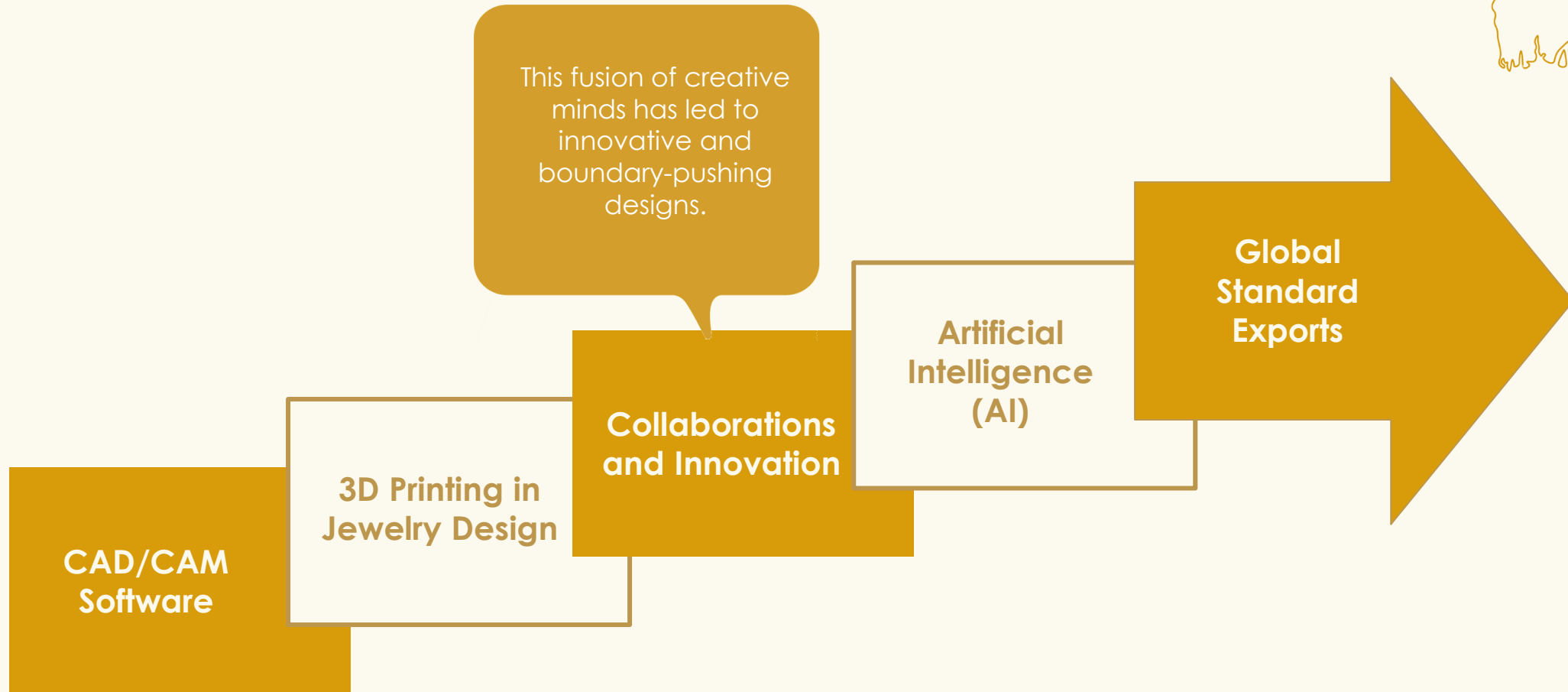
**Artificial
Intelligence
(AI)**

**Global
Standard
Exports**

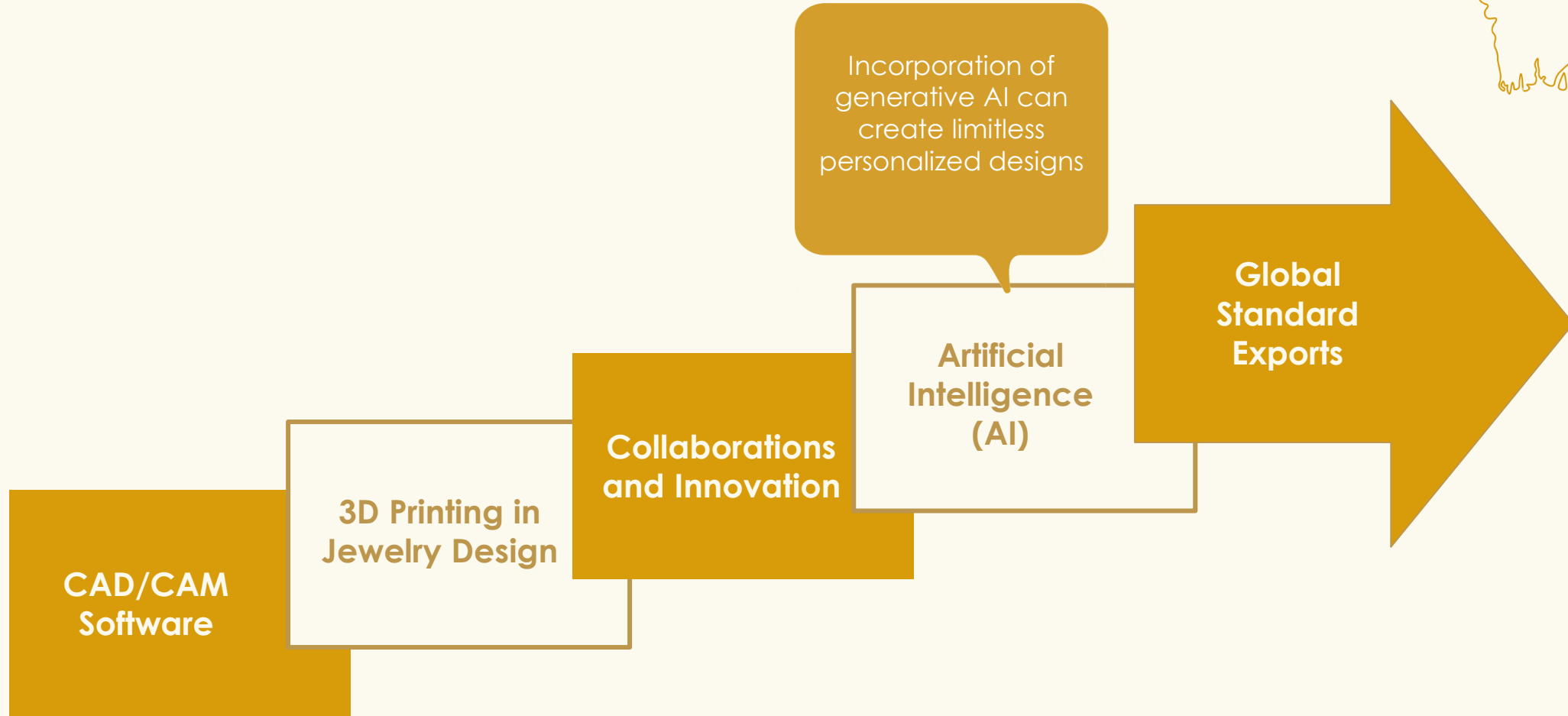
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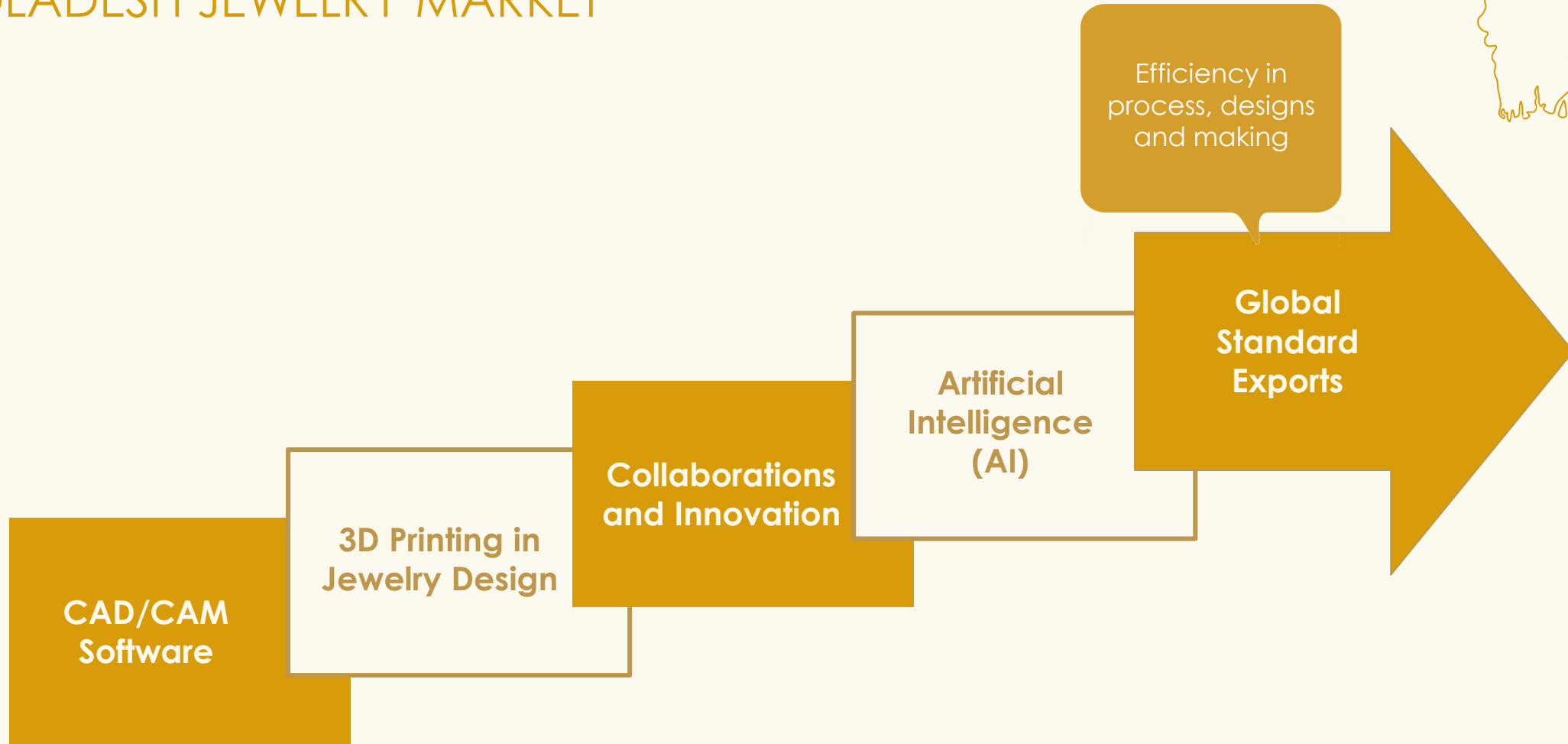
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THE EVOLUTION OF TECHNOLOGY IN DESIGN



CURRENT LANDSCAPE

THE FUTURE



or



IDEA



CAD



MODEL



FINISHED
PIECE

A HAND SKETCH

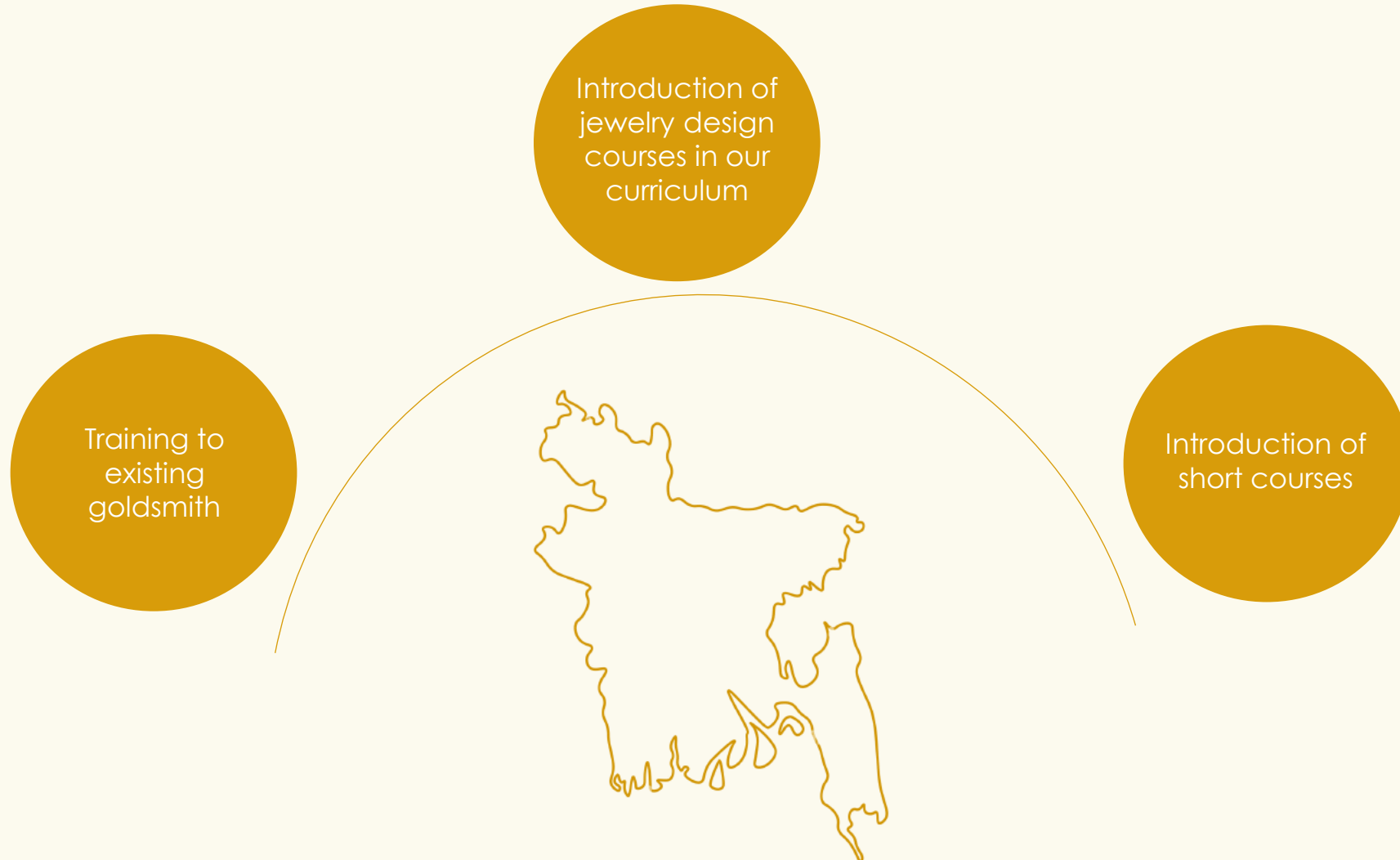
PHOTOCOPY

THE IMPORTANCE OF TECHNICAL SKILLS IN BANGLADESH JEWELRY MARKET

The lack of jewellery art schools is a global problem. Vallanet-Delhom and Nicolas Bos, the CEO of high jewellery house Van Cleef & Arpels, realized there were no jewellery schools open to the general public and then in 2012 they launched L'ÉCOLE, School of Jewellery Arts in Paris



THE IMPORTANCE OF TECHNICAL SKILLS IN BANGLADESH JEWELRY MARKET





THANK YOU