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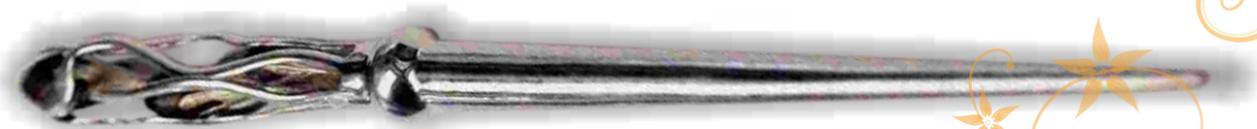
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**B**efore joining design institute my perception was totally different as per design criteria. I had some basic skills like as – leadership, innovation, communication, sketching and product drawings etc ... But that time I didn't know the right way to implement them and after complete my graduation from design institute I was full of confident to implement my skills within a reputed organization for the growth of the company, clients, employee and my career as personal ambition.

MAHESH KUMAR MEENA  
FASHION AND LIFESTYLE ACCESSORY  
DESIGNER CUM MERCHANTISER

In early morning hours of 29th September 1987, I came into this amazing world. Though I could not visualize this world but I was able to hear and feel the things which were going around me from age of infancy to school going. As a newborn I heard a soft voice that was of my mother's as she tried to introduce me to other family members but now after spending 26 years of my life I am capable to introduce myself through my own creations, interests and identity which I could make after persuing "fashion and lifestyle accessory designing course" from the prestigious "National Institute of fashion technology" Gandhinagar Gujarat.



*"My aim to make a women more beautiful and let the men give this joy because jewellery stay forever".*

*"It is important to me that even my distinctive pieces acquire classic simplicity once they are on the body of a woman".*

## What life means to me...

According to my perception life means friends and family whom you can trust and who trusts you. In past few years of my life, I only learn to trust and honor my work and to execute my duties and responsibilities.

I was always in a dilemma that how I am going to progress in my life but when design comes in my life, it was clear in my mind, my goal and their accomplishments. My aims got a clearer path and now I am a professional man with some ideas in my mind.



## Passage of time ...

"I remember my uncle words deeply into my mind when I was in school. He told me so many times that, "If you work hard, then you'll succeed." That time I always had these words in my mind and it had given me a deep thought. Further when I choose design as a carrier, I got a path to experience and implement those words, in my four year graduation in NIFT. After four years, it seemed that he was not completely right as by my perception the thought should had be, "work smart and you don't have to work so hard." So, to work smarter, you must continue to upgrade your knowledge and skills".

## Ahmedabad Mirrors

### Style - The Jewel Chief!

Students of National Institute of Fashion Technology, Gandhinagar, have created exclusive pieces to show at The India International Jewellery Show, Mumbai, from August 6-10. AM brings you a preview  
Anurita Rathore



Posted On Wednesday, August 05, 2009 at 03:21:06 AM



### Mahesh Kumar Meena

**TREE OF LIFE** The basic form of this neckpiece is derived from the Sidi Saiyad ni Jali. It is inspired by the human eye, a prominent motif in the tree of life

## Ahmedabad Mirror

### Style - Such a trend on!

Demand for trendy, experimental jewellery is in big time. Some NIFTians explore variations in these. Shradha Singh reports  
Shradha Singh



Posted On Saturday, November 07, 2009 at 02:57:09 AM



### Mahesh Kumar Meena

Indeed quite elegant, this designer piece uses acrylic and brass to create a unique pattern. Sure to add style to your formal and classy outfit.

# A C H I V E M E N T

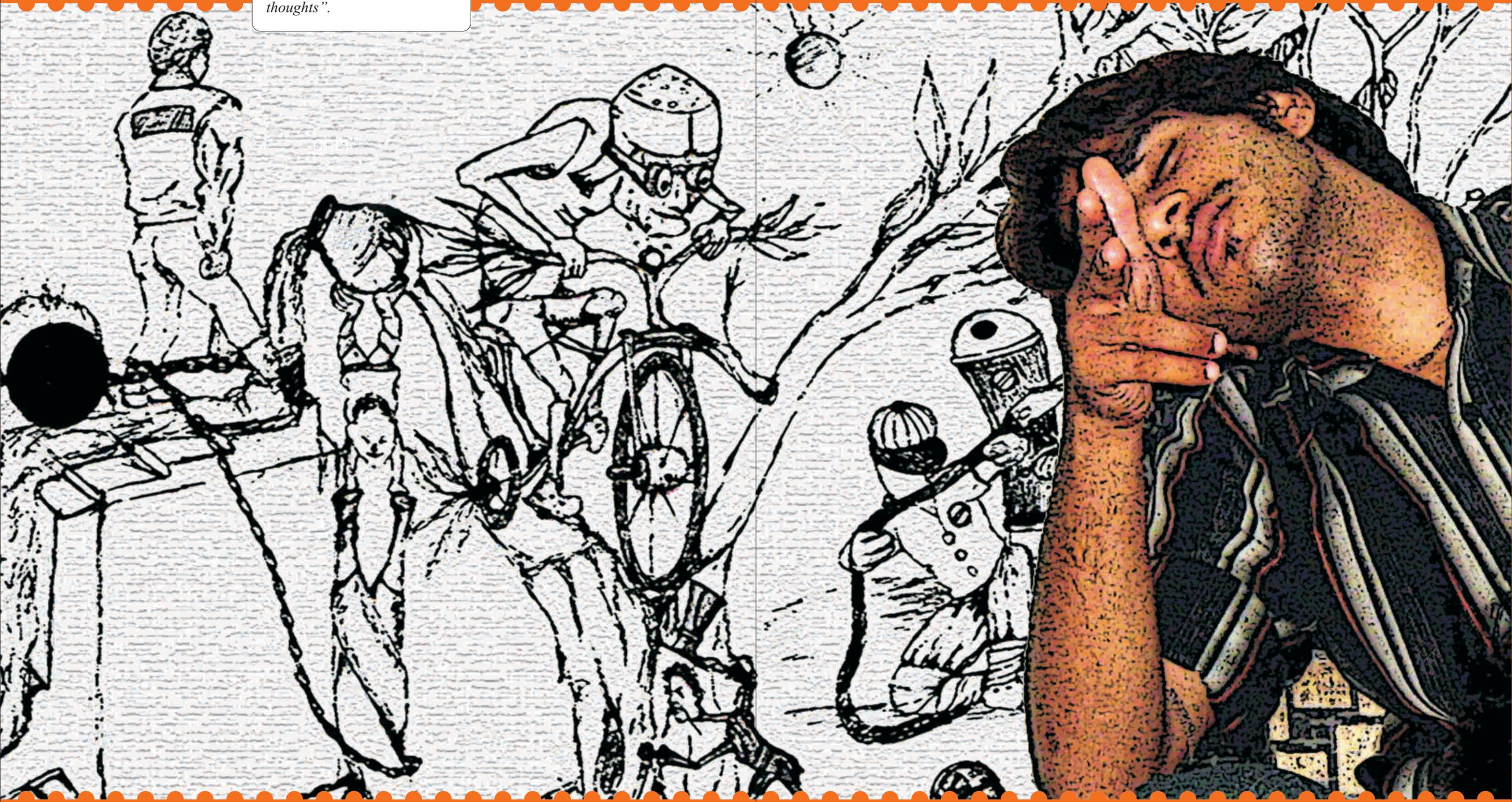
**D**uring last 3 years, my job skill includes Photographing, Range Development, Design Methodology and follow up communication with company vendors and clients. At the same time, I used to take my inspirations from nature as it has no perimeter of imaginary things in reference of creativeness. It grabs in-depth knowledge of every soul and meditation is the best way of understanding ideology of nature. The hidden root of my every collection is from nature only. Every part of nature gives me a new inspiration for the next stage or concept and for upcoming trends.



*“ Handcrafting each piece of jewellery takes time , perfecting every detail demands patience. The result is an heirloom to be treasured ”*

## CARICATURE

*“when I feel very tired, lonely , nervous ... I start playing with a pen on paper to express my thoughts”.*

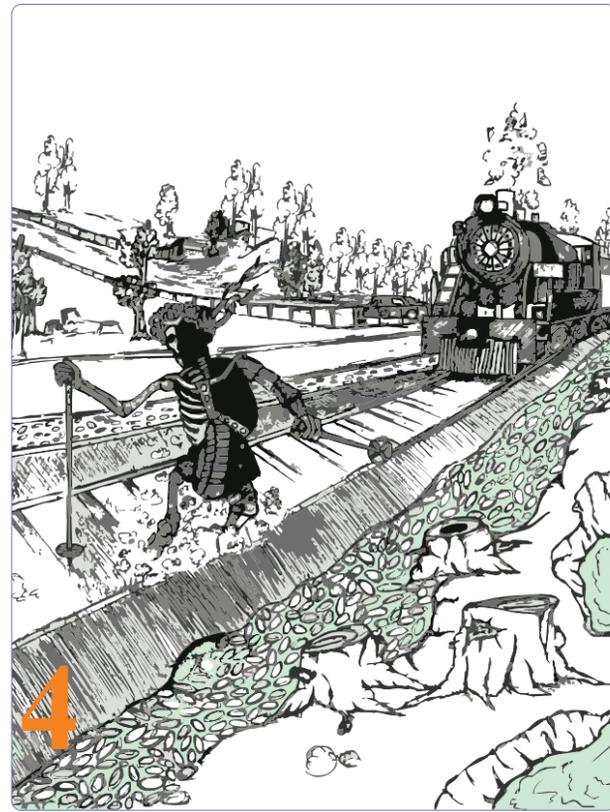




1 APOCALYPTIC AVATARS

2 TROUMATIC TERRITORY TERROR

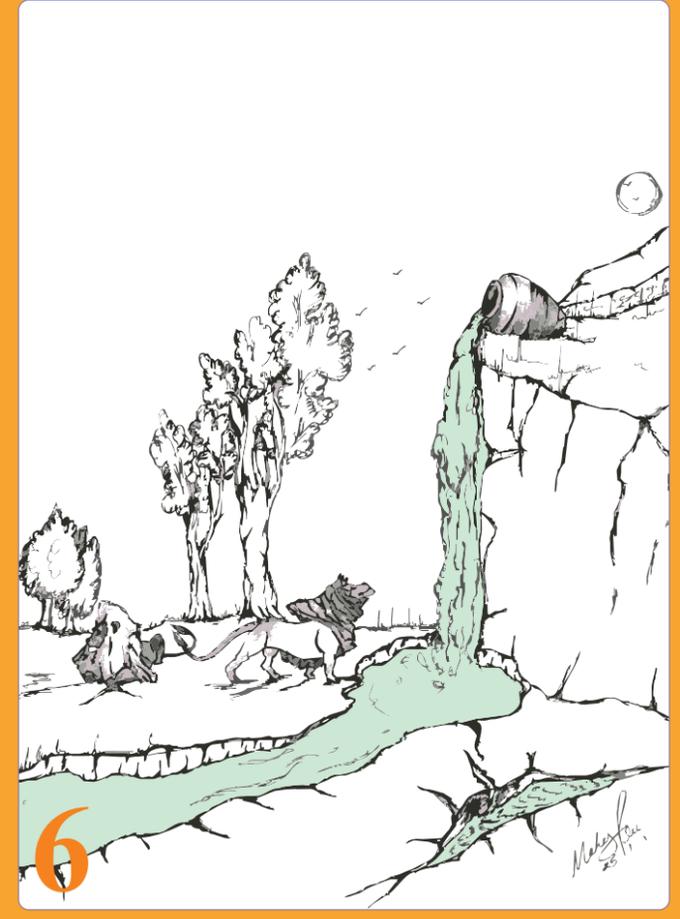
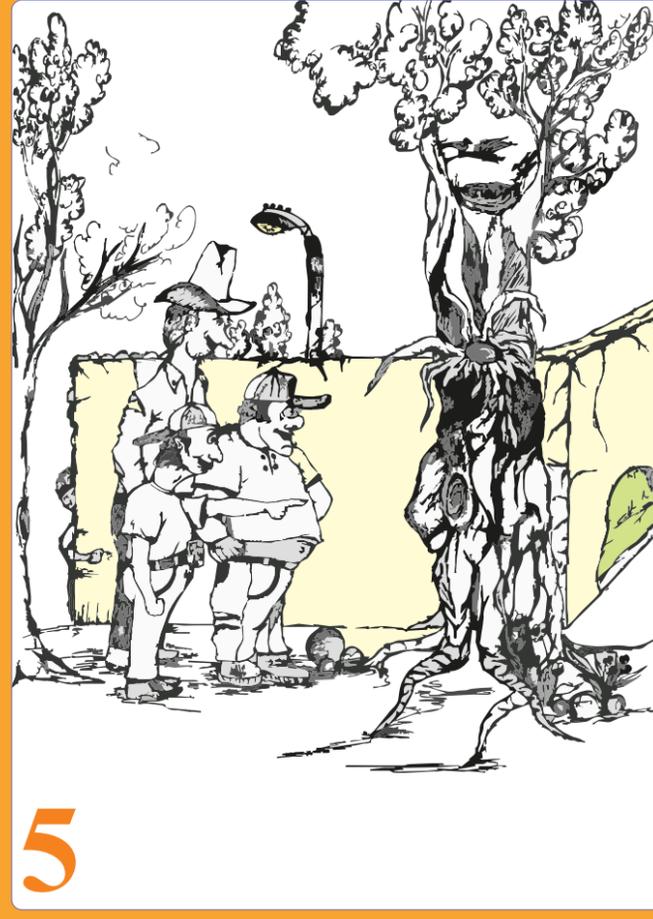
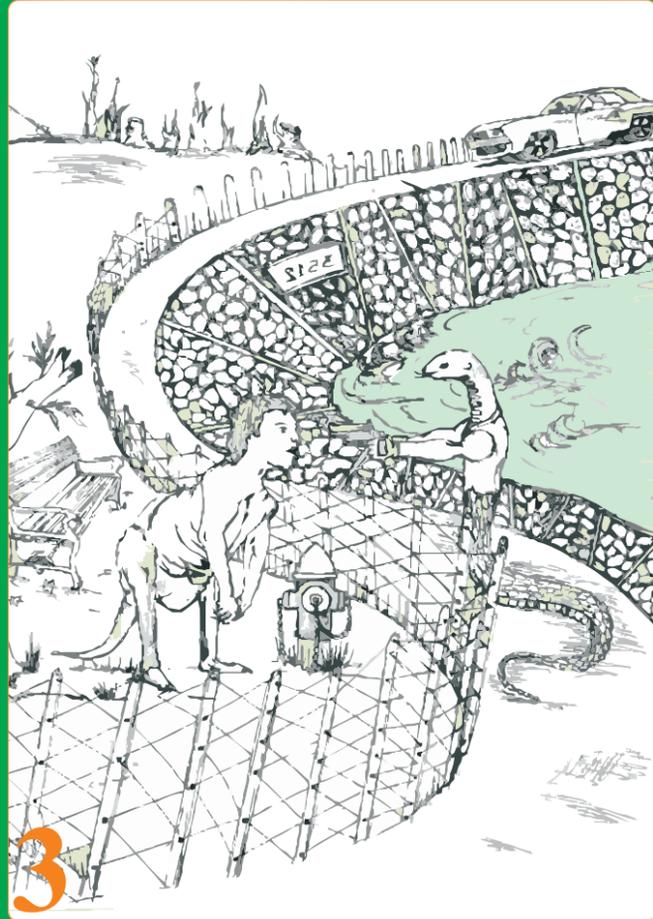
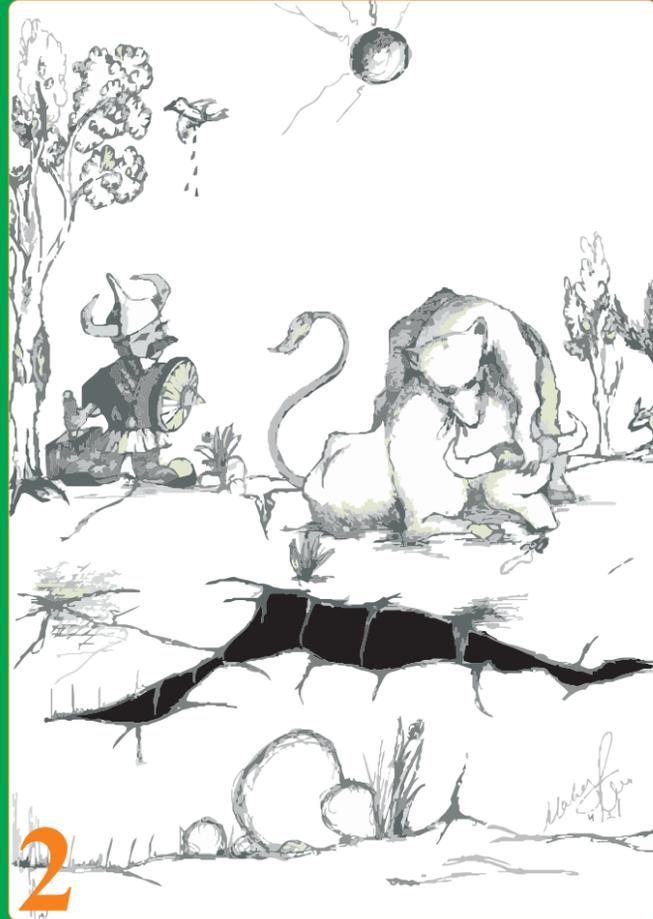
3 WEIRDO KIDO GHETO



4 RAILWAY IS HELLWAY

5 OBILIGING FOR DEFYING FRIENDS

6 WHAT NEXT IN THE SUPPER



# Hand Bag

MY CONCEPT IS **MEDIATION** AND **MIXTURE** IS MY TREND. WHEN MUSIC IS MIXED TOGETHER, WE SEE IT AS A FUSION AND WHEN OLD AND NEW FASHION IS MIXED, WE CALL IT AS A NEW TREND.



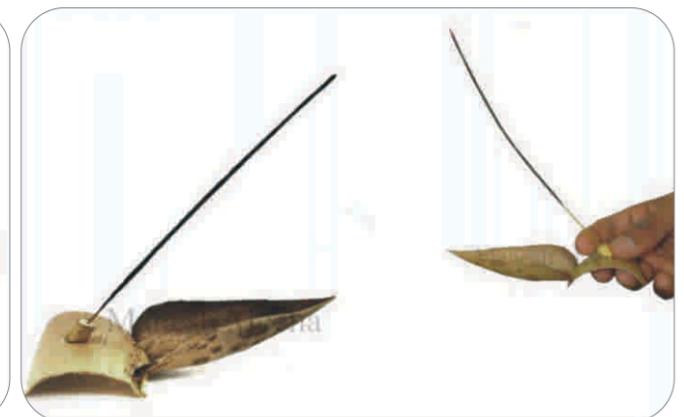
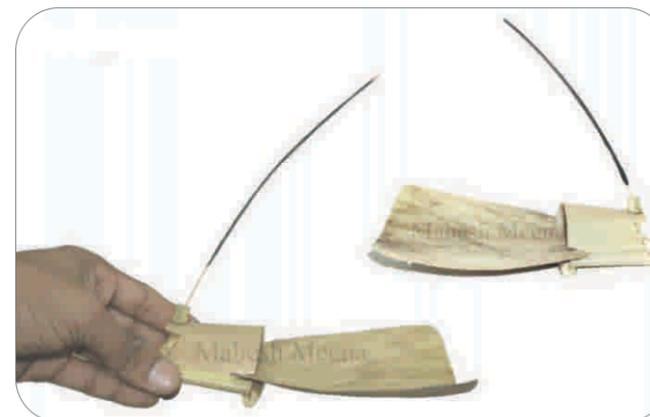
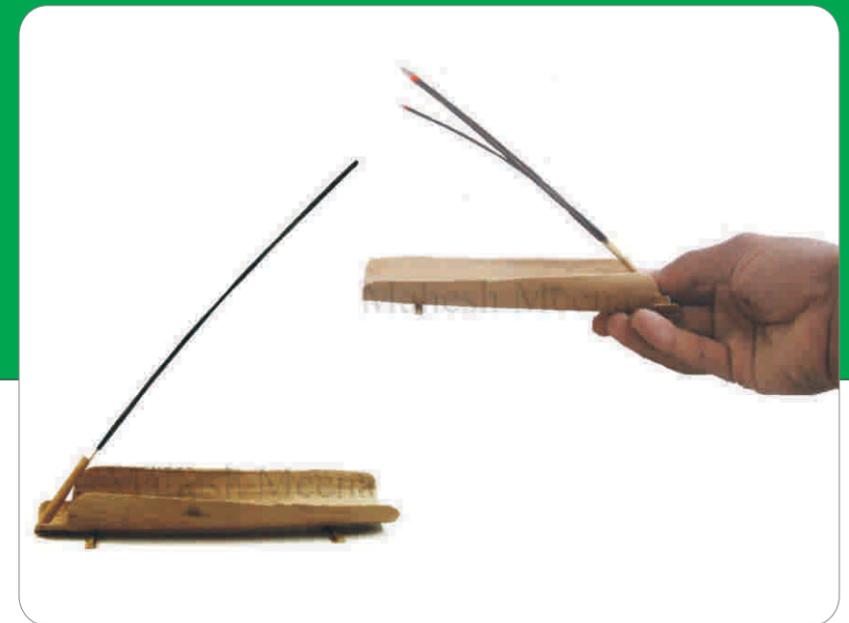
**W**e all are professionals of fashion world and we know fashion is about style. Style of a person is never changing but fashion is ever changing. Designs, trends, fashion, brands etc. keep on changing. As Indians we know that we all inherit the century's old legacy of our Hindu culture and civilization and yoga is soul of our Hinduism.

I have named my bag as "**ABBOT**" and the motto that I follow is "Carry your cash but don't spend in Bash". This product is not meant for fashion freaks but for the fashion faithful people.

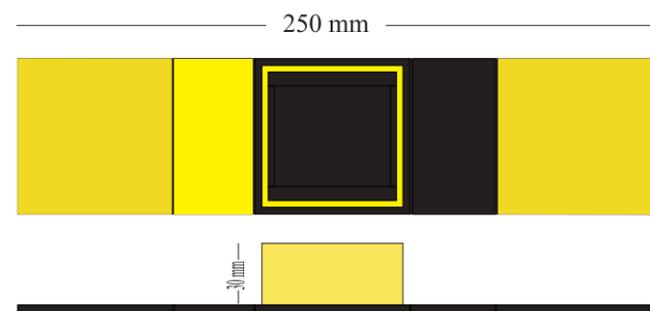
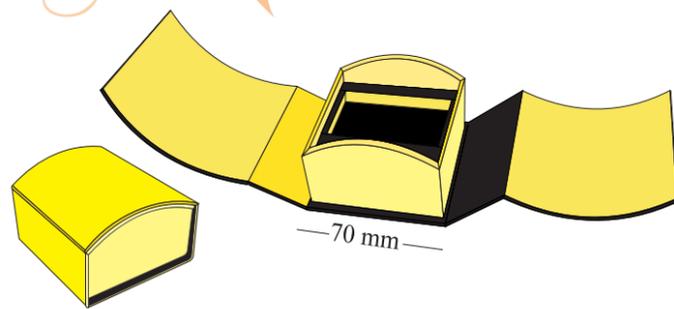
# Incense Holder



A set of incense stick holder in bamboo leaves made during the design project module. this project inspired by the nature .

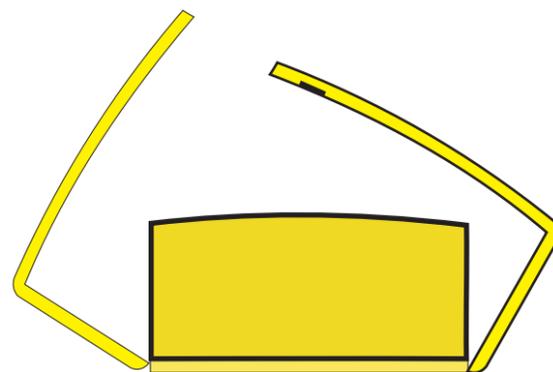
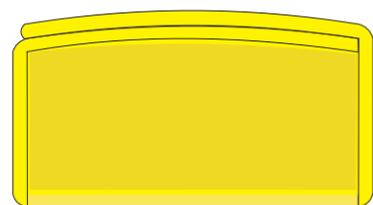


## Packaging Design



Created one hypothetical brand - "new fantasy world of fashion jewellery **UTOPIA jewels**" for precious jewelry. A brand identity was generated and a packaging was developed for the products.

"I have never used a lighter and I am a non smoker but I created an hypothetical brand **LAMA**" for Cigarette lighter. The brand identity was generated and a packaging was developed for the lighters. Now, I just really like to keep it in my back pocket.





ART ପଢ଼

ଜ୍ୟୱେଲେରୀ...  
JEWELLERY...





# COLLECTION 1 Blue Magic

The magic of Blue is all around spreading the fragrance and beauty of natural turquoise. This collection **Blue Magic** crafted in 925 silver using various metal techniques adorned with classic turquoise beads and stone will hypnotize you and take you to the world of blue.





## COLLECTION 2 Glittering Dusk

Converging the glitter of **Sparkling Stars** at dusk, to make the night more starry and bright. This collection crafted using enormous white zircon pave set into 925 silver with the gold and ruthenium plating is simply to catching the glimpse of the admirer.





## COLLECTION 3 Growth of Nature

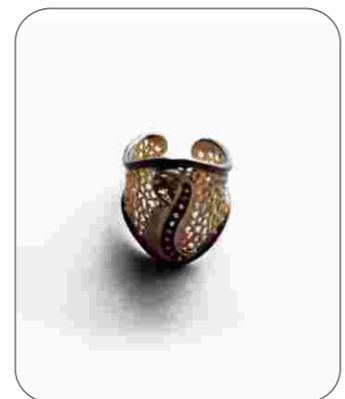
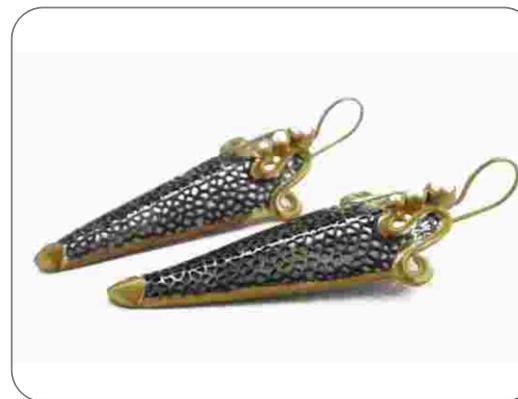
With the help of this collection I tried to focus on actual art of flora that one gets as a natural gift for survival. When a tree & its roots are transformed into jewellery it's not just a tree but also the metaphysical truths that exist with it and Entire collection handcrafted in 925 silver.





## COLLECTION 4 Jaali Art

The collection define the intricacy of the irregular geometry pattern . This collection "Jaali Art" based on cut work and the entire work piece handcrafted in 925 silver adorned with classic white zircon pave set and the collection will mesmerize you into the royalty.

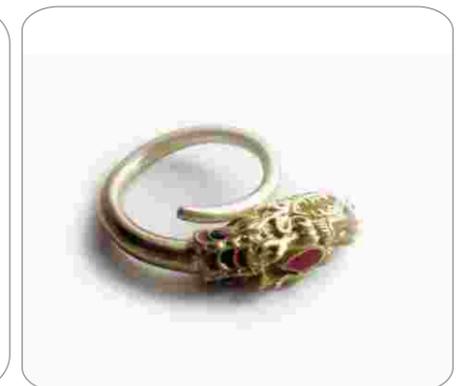




## COLLECTION 5

# Tribal Treasure

**Tribal art**- fascinating while unknown. The new age takes on new significance and influences us to get back to our roots. Here we treasure the tribal times and rediscover the early human art. The treasures are explored to create a newness which has tribal references. We draw what we perceive in its simplest form from the purest form of art as we know. This treasure becomes a new language of style, a new way of life.





## COLLECTION 6 Sheesh Mahal

The enchantment of reflecting mirrors in the seductive paradise of a mirror inspires us to create for you a new collection "**Sheesh Mahal**". This spectacular collection will transport you in to another world far away from the reality. The innumerable mirrors and the beauty of delicate patterns is sure to dazzle your soul and the jewellery will steal your heart.

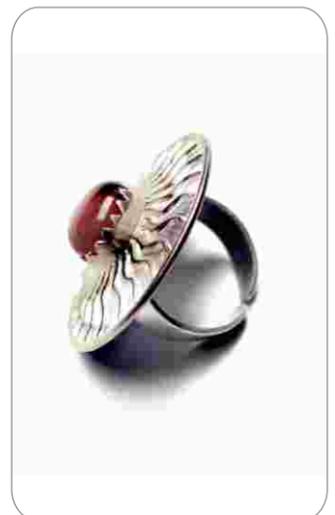




# COLLECTION 7

## Hindu Mythology

India is a land inhabited by infinitely varied social , cultural ,linguistic and ethnic blends but unified by the belief in supreme **power of god**. This collection is tribute to India's rich and varied culture. It is a celebration of conceived culture of our nation which has shapes our lives, inspired and guided us. It exemplifies the vitality of great traditions. Each piece of jewellery offers more aesthetics delight, they are more than reflection of remarkable cultural ethos and power of Indian myths.





## Tribal Treasure

by Amrapali Jewels

With our many cultures and ways of life, tribal art in India is a rich source of inspiration. Now Amrapali borrows from our heritage to create Tribal Treasures, a line of jewellery that explores our roots and early human art.

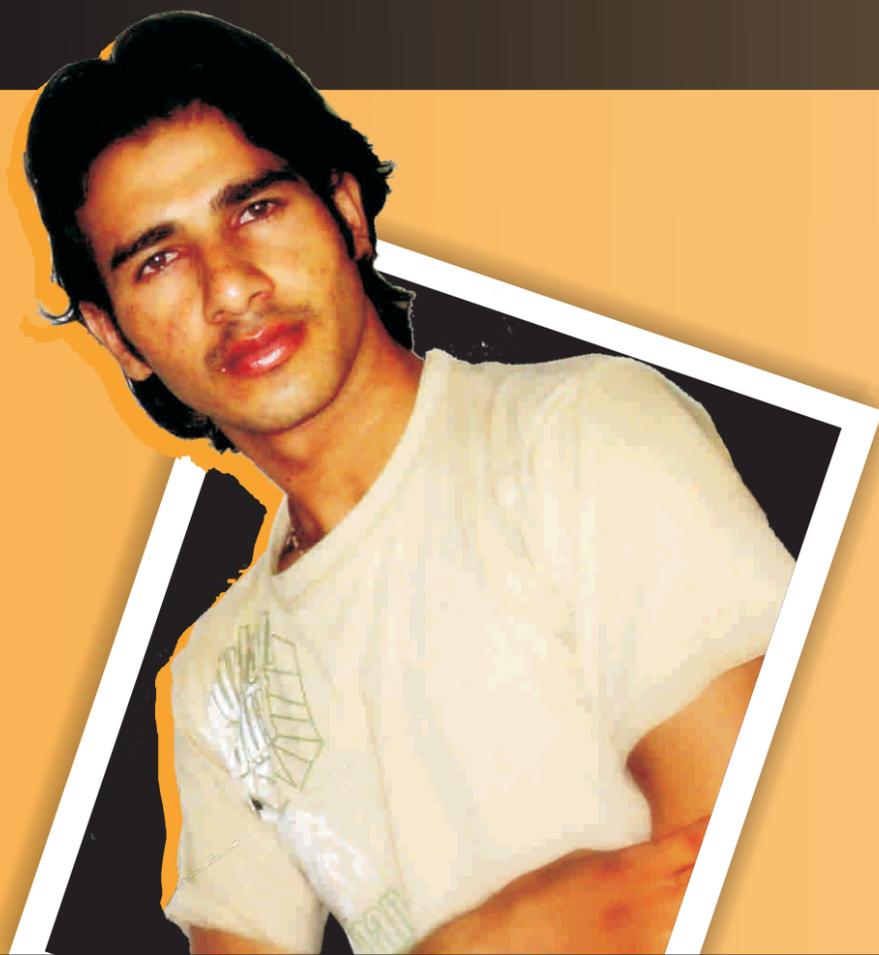


Available are statement pieces which, while reflecting the designs and motifs of Indian cultures, are also easy enough to be worn every day.

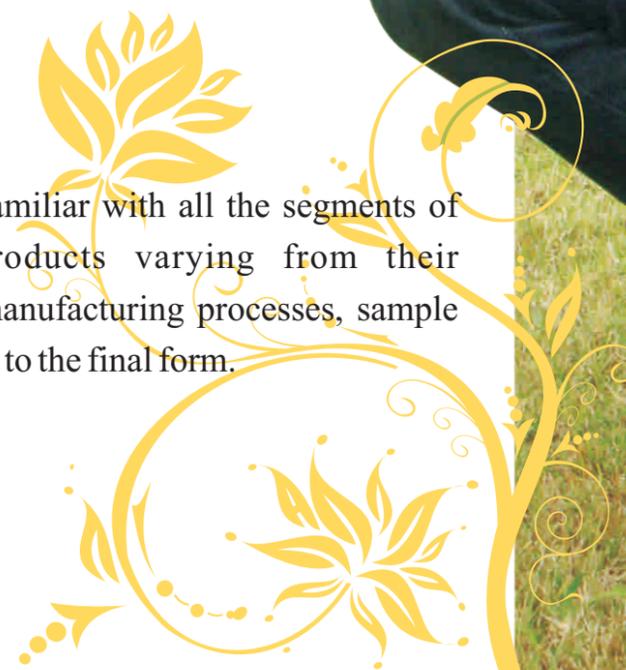


In the reference of Jewellery designing I just want to say that it can be described as a relationship between shape, form, surface, style, sensational surprises, customary trends etc...

As these elements have valuable aspects in terms of designing. Having knowledge of product design and development gives me a strong fashion sense and good technical background.



Now I am familiar with all the segments of lifestyle products varying from their designing, manufacturing processes, sample development to the final form.



“ remember you are the most important person in your life , so be sure to make yourself happy - set your goals high and reach for the stars ”



**M**y mission is to spread a legacy born thousands of years ago when the ancient metal smiths first turned pure gold into creations of timeless beauty and **My goal** is to make myself suitable so as to move into a position of responsibilities where I can lead a team by contributing and sharing my knowledge and experience .



*“ As well as looking wonderful. I want my designs to cause wonder ”*



**M**y professional experience started when I was studying in nift , after the completion of my course I started working with a brand Amrapali jewels pvt ltd. from 2010 to 2012 as an accessory designer, merchandiser and stylist.

I did some good projects which enhanced my creativity that turned me to a accessory designer and Presently working with Gitanjali Brand as a **Head Designer** cum **Merchandiser**.



THANKING YOU ...

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*“ luxury should be an investment as well as an indulgence ”*

