

New Opportunities For Jewellery CAD Designers



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Handmade By Machines Symposium

The market is changing...



- Leslie Craze closed in January 2015
- The people who used to buy designer maker jewellery are buying less and less.
- There are fewer old-style retail and promotional opportunities for independent jewellers and designer makers than there have ever been.

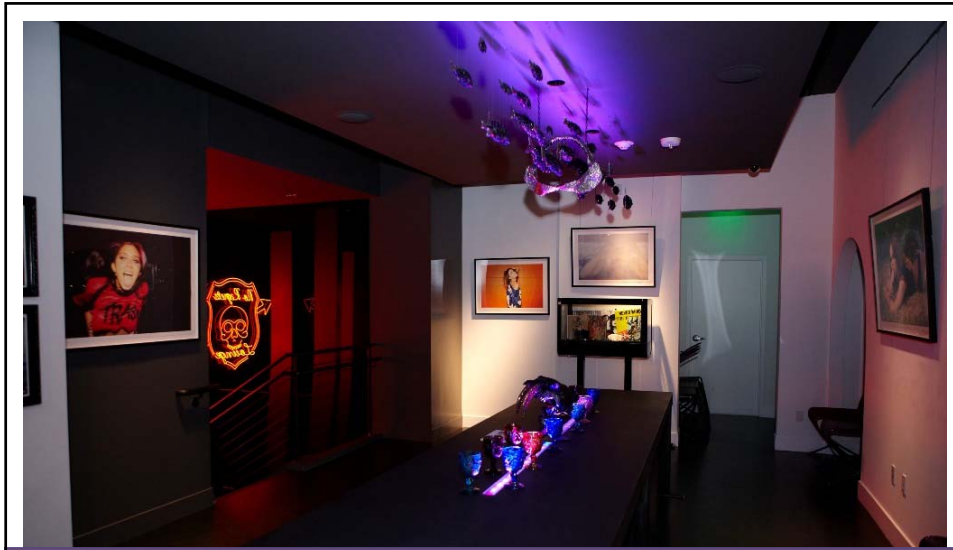
...And the next generation want different things.

- The new generation of buyers (now in their 20s-30s) don't shop in the same places for jewellery as the previous generation
- They are more comfortable with technology, such as buying jewellery online
- They don't seem to mind anymore if a piece was made using a computer or not
- They mix and match different market levels

Even the way we buy and sell has changed...

- Luxury retail has been unrecognisably transformed by large hoteliers and giant luxury brands
- Buyers are now seduced by the whole experience
- The brand's story is more important than ever





"You can no longer afford to hide behind quality."
– Stephen Webster

...And then there's 3D printing.



- 3D printing continues to grow and improve with astonishing speed.
- It has led a unilateral charge towards mass customisation, which has affected every product design industry.
- For fine jewellery, it has brought down the price of bespoke design services by as much as ten-fold.

“3D Printing is Overhyped”

- Autodesk CEO Carl Bass said this recently
 - My response:
 - *“People have a tendency to **overestimate** the importance of a new technology in the short term, but **underestimate** it in the long term.”*
- James Dyson (attrib.)

- 3D printers now = the microwave in the mid 1950s



“Let’s nuke some dinner.”

3D Printing’s Dramatic Effect On Industry



- SmarTech has recently issued a report predicting the market for 3D printed precious metal components will be £4.1 billion by 2024.
- As productivity grows, the minimum size of a factory is changing. From 2011-2014, London manufacturing exports grew by 15%. Many of the companies responsible are SMEs.

Who will make all these 3D models?

- With so many home users as well as industrial users, a big market is opening up for 3D model content creators.
- Some of the demand, but not all, can be solved by 3D scanning, which has grown even faster than 3D printing.

We need more 3D CAD designers, and we especially need more 3D CAD artisans!



Where there is a market, there is a way

- Several business minds have been expanding old business models in new directions, or have come up with entirely new ideas to answer this need for content.
- Here are some examples...

E-Lancing and Crowdsourcing

- The foundations of the Sharing Economy
- Connecting specialists and skilled providers with clients.



Online Model Communities

- Allowing users to sell their 3D printed models directly to customers for use or production via a central broker.



Online Design Competitions

- Online companies put out an open call for designers to make a model based on a brief, and designers respond.
- The winner gets their pieces made and sold by the company, and gets royalty payments.

MEJURI

GEM PRIVÉ

Virtual Jewellery Catalogues

- Using rendering and animation to sell jewellery that hasn't been manufactured yet.

STUBBS&CO.
LONDON

ConfigureRing



PAUL MICHAEL
DESIGN



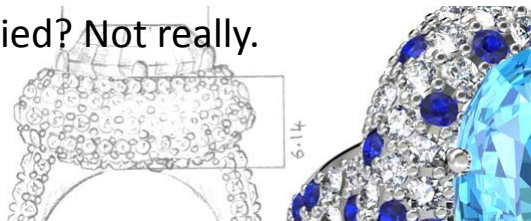
The New Plastic Jewellers

- Using 3D printed plastics as the end product



What does this mean for hand-made jewellers?

- May be concerned that independent jewellers won't have a chance in this new economy.
- Superbrands continue to grow and expand market presence, taking space away from smaller competitors.
- Should we be worried? Not really.



Why I'm not worried

- No matter how big, brands will always need new talent.
- Hand crafts will never die or go away.
- The maker movement has arisen from a desire for hand making and do it yourself goods
- The interest in home 3D printing is driven by the maker movement.

In effect, the definition of hand-made MUST change with the times

- “3D printers are a project, not a product”
- CAD skills are the new sculpture
- The literal definition of the phrase “kung fu”
 - Means “great insight” in Chinese
 - Craftsmanship has always had within its definition a core element to insight into process

By this standard, not only is a 3D CAD jeweller a craftsman, but they need all the same skills as a bench jeweller.



Conclusion

- The market is shifting. We cannot deny or escape that.
- But with that shift comes new opportunities for growth and success, if we are willing to pursue them.
- In particular, we need new CAD artisans like never before, and this demand is only going to increase.

For More Information

Go to

www.CADjewelleryskills.com/opportunities/

For a transcript and bibliography of this lecture.

Thank You!

Enjoy the rest of the symposium!

Holts
ACADEMY