

Deepshikha Gupta

# Weaving Dreams into Reality



**S**he is one of those who dare to dream by day. Meet Deepshikha Gupta, who adeptly turns her seemingly unrealizable ideas into beautiful, inspired pieces of jewellery that have customers coming back for more.

Deepshikha heads the design department at Sama, a couture jewellery firm in Mumbai. A graduate in accessories designing from the National Institute of Fashion Technology (NIFT), Ahmedabad,

Deepshikha didn't start out with much of an inclination towards jewellery. Instead, she was attracted to colours and paints, and filled canvasses almost throughout the day. "In fact, my mother would admonish me as the house would be dotted with blotches of paint. From early on I was inspired by impressionists, my favourite being John Constable," she reveals. Even today, painting is her first love and her canvasses and paints go with her



wherever she travels. "Painting helps me unwind, de-stress, relax, and reconnect with myself," she says.

Extolling the virtues of studying at NIFT, Deepshikha says, "The programme was open-ended and taught us the process of ideation which could be applicable to different products like accessories, games for children, lifestyle products, table tops, vases, or jewellery. The basic designing process is the same for each and every creation. It starts with research, visualisation and then transferring your ideas on to a product. The technicalities like choosing the right materials and processes come later.

"My focus as a student was not jewellery designing, and it took me some time to get into the mode. What I gradually began to like about designing

jewellery was the detailing involved. There is so much happening within that small millimetre or centimetre of space and you have to express and sometimes crunch your idea in that small space. Minute detailing, intricacy, and sensitivity are so important in jewellery designing. Now of course, I love to make jewellery," she states.

After interning for six months at Ganjam, Bangalore, Deepshikha joined Sama five years ago. "Everyone in this firm is so passionate about jewellery, and I feel I am in the right place. Our proprietor Navin Jashnani gives us a lot of creative space, and so one gets the opportunity to do wonders at Sama."

Over the years, the painter and visualiser in her has transmogrified many of her canvasses into jewellery



**Deepshikha Gupta**  
Creative Director, Sama



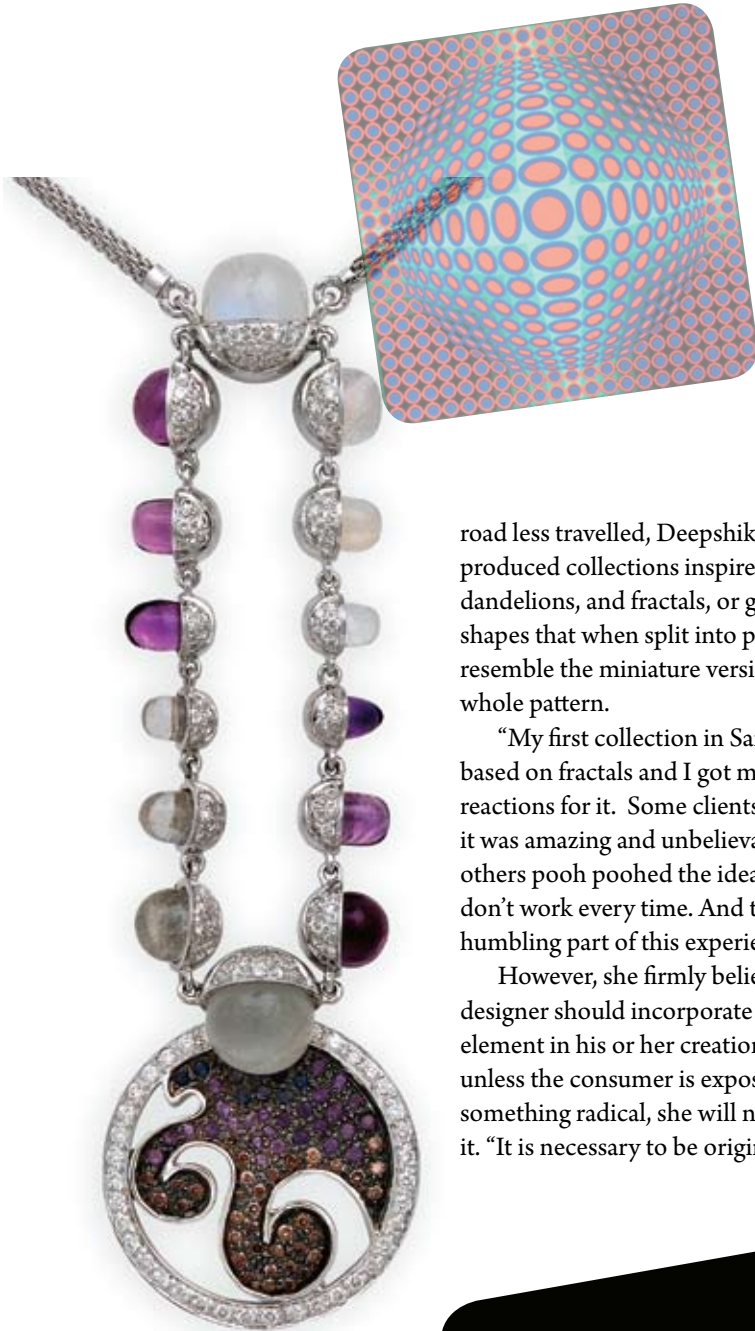
pieces that are at times bold or outrageous, pushing to broaden one's aesthetic sensibilities. Preferring softer outlines in her creations, she points out that jewellery has to be appealing and ethereal. She believes that every piece should be so attractive that for a moment, it should take your breath away. "It has to have a jaw-dropping effect, and transfix the buyer," is how she puts it.

She asserts, "You can't go wrong with designing jewellery. It can't be any other way, because the material we use to make jewellery is in itself so beautiful, the gemstones we use are so striking. So it isn't so difficult to make stunning compositions from materials that are already so beautiful."

However, ideation is of prime importance for this young designer. To create a piece of jewellery, Deepshikha says that one has to immerse oneself in the subject, and dream about the visuals. Then, the floodgates open and the concepts appear like reels of film unspooling in her head.

She and her team of four designers make 12 collections in a year, and in effect fill 12 blank canvasses. For instance, to launch their special collection for the IIJS Signature Goa, she went with her team to Hampi, the 13th century ruins of the Vijayanagara empire in Karnataka, a UNESCO-designated world heritage site. "It was a mind blowing experience," recalls Deepshikha. "There was so much to see. The architecture, the scale of the place, the natural set-up of boulders. Moreover, the ruins and the structures have aged gracefully. We tried to depict the ageing in our Hampi collection by setting clearer, sharper gemstones which were closely followed by earth





road less travelled, Deepshikha has produced collections inspired by dandelions, and fractals, or geometric shapes that when split into parts, resemble the miniature versions of the whole pattern.

“My first collection in Sama was based on fractals and I got mixed reactions for it. Some clients exclaimed it was amazing and unbelievable, the others pooh poohed the idea. Ideas don't work every time. And that is the humbling part of this experience.”

However, she firmly believes that a designer should incorporate the ‘wow’ element in his or her creations because unless the consumer is exposed to something radical, she will not buy it. “It is necessary to be original, and



colours, and later greyish stones in many of the pieces.” The result has been awesome with the beautifully sculpted one-of-a-kind pieces dedicated to Hampi magnify the architectural detailing of that era.

Currently, the designer is making jewellery inspired by balls of wool, terraced landscapes, terracotta, and treads on tyres. “Inspirations can be drawn from something very mundane as well,” she says. Known to walk the



and think out of the box. It is the *dharma* of designers to stun the consumers into buying a piece of art. You have to stretch the imagination and aesthetic tastes of the consumer. And that is our aim at Sama. We try to make jewellery which expresses the individuality of the consumer. We don't try to imitate anything, for us originality is most important, so that each creation comes from an intensive creative process, which involves taking risks, innovating and research on rare and new materials."

Deepshikha's creative mantra is to think and dream fearlessly to create jewellery or any other work of art. "All creative products must tell stories and more so if it is jewellery because it is an emotional purchase. You have to make it special, as it mostly comes from the designer's experience or depiction of what inspires her."

**Trends:**

**Colours for this year:** Pure and rich greens and shades of red. Emeralds and rubies with diamonds will be the main choices.

It is boom time for colours including combinations of black and white, opaque and transparent stones, tourmalines, and boisterous mix of coloured gemstones set in a single piece.



**Metals:** Textured gold will also do well. We have come up with 9-karat gold jewellery and flamboyant silver jewellery that won't tarnish. **-Shanoo Bijlani**

