

Claire Busch

INDUSTRIAL DESIGN PORTFOLIO

Hello!

My name is Claire Busch and I design luxury products that make people feel special. I believe there is no such thing as a truly frivolous purchase. Consumers buy products for one of two reasons: they either need them or they want them. While the functional value of things we need is obvious, the emotional value of things we want shouldn't be overlooked. As a product designer I love having the opportunity impact people I've never met in ways I could never imagine. My designs might not change the world, but if they make someone feel excited, happy, confident, or beautiful then I've achieved my goal.

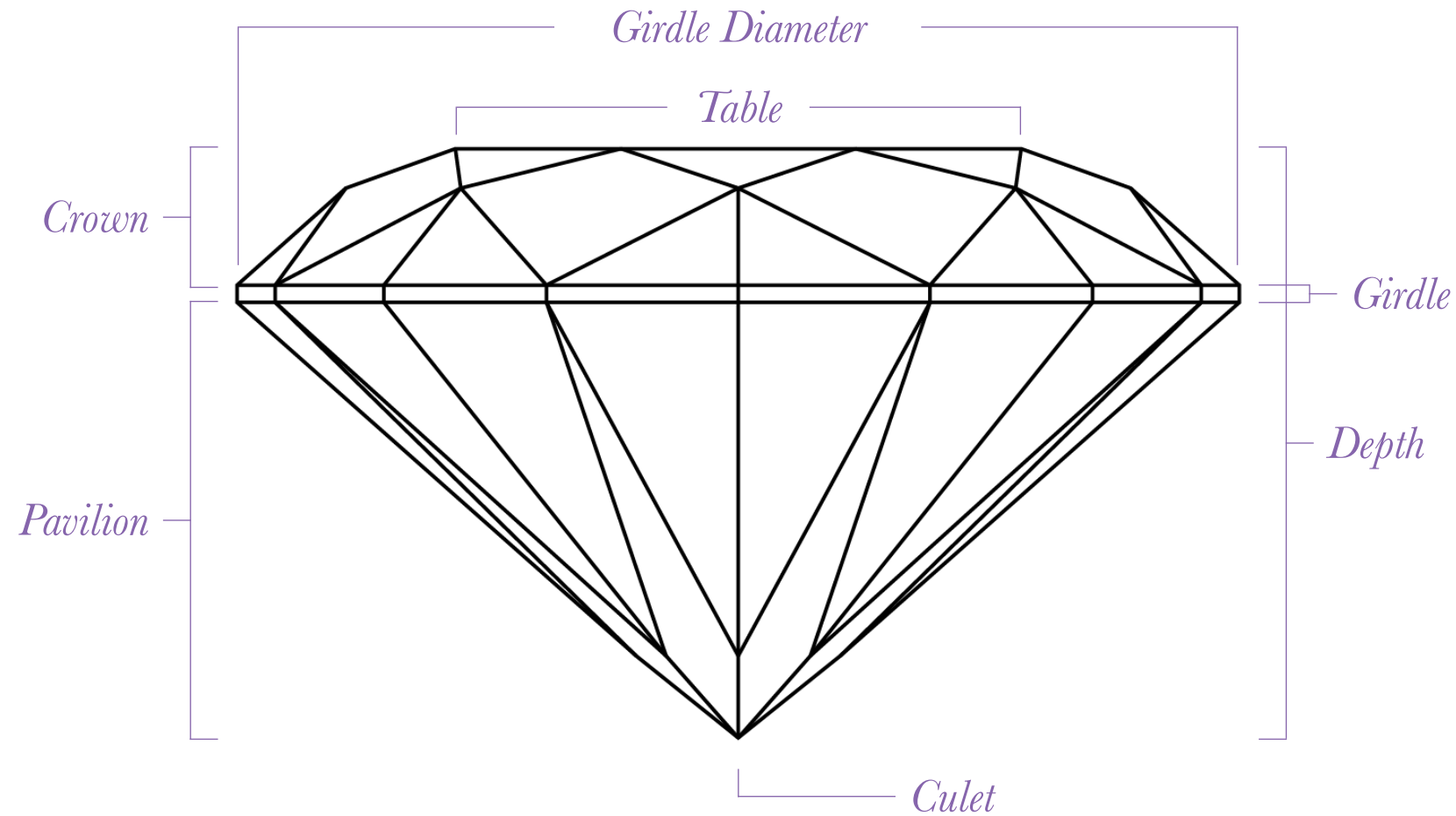
Lucile

A jewelry collection exploring lapidary craft

Design Objective

As I began learning lapidary craft, I realized how incredibly important it is to jewelry design. I also realized how little most people know or understand about it. I wanted to create a jewelry collection inspired by the history and craft of gemstone cutting to demonstrate the importance of a good gemcutter.

Terms to Know



Brilliant Cut

A design with triangle or kite shaped facets.

Step Cut

A design with parallel facets.

Mixed Cut

A design in which one half of the stone is brilliant cut and the other half is step cut.

Lapidary

Relating to stone and gems and the work involved in engraving, cutting, or polishing

Primary Stakeholders



Lela Panagides
Target Consumer



Leslie Miles
Target Consumer



Ray Morton
Master Faceter

Target Consumer



Lela Panagides



Leslie Miles

Lucile is a collection for upper middle class women looking to emulate an upper class aesthetic. When it comes to jewelry, she would rather buy a few more expensive items that are versatile than several cheaper ones that are outfit or occasion specific. That said, she isn't going to invest in anything so basic it fades into the background. She wants pieces that are eye catching and interesting without being over designed.

I chose to work with Leslie and Lela because they are both driven, successful women with discerning taste. They are vocal about what they do and do not like and were able to provide valuable insights throughout the design process.

Master Faceter



Ray Morton

I met Ray through the Greater Cincinnati Lapidary and Faceting Society (GCLFS). He is a master faceter who has been cutting stones for decades and was an invaluable mentor throughout this project. I worked with him to decide which cuts to include and what materials to execute them in. He also assisted me in cutting the stones and taught me a lot about the craft itself. He was a fantastic mentor and I am incredibly grateful to have had the opportunity to work with him.

Aesthetic Direction: Simple Luxury



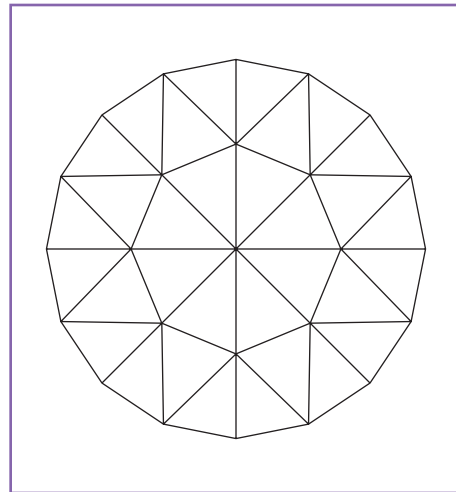
The aesthetic direction for this collection was informed by interviews with both Leslie and Lela as well as trend research. Simple Luxury is sleek and elegant, it is eye catching and interesting without being over designed.

Choosing the Cuts

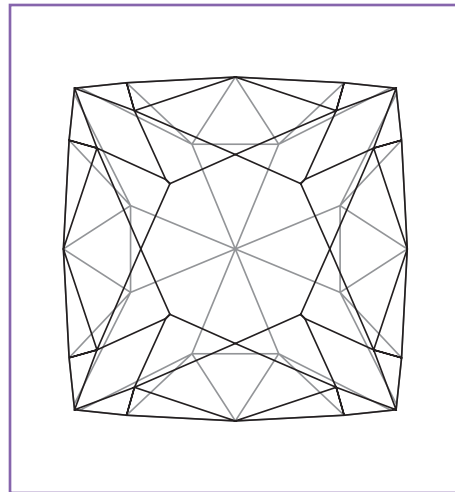
Historical Inspiration

Gemcutter Influence

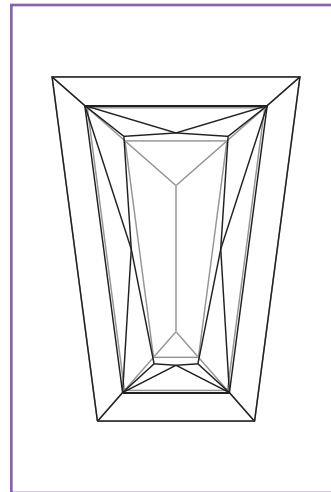
Modern Cuts



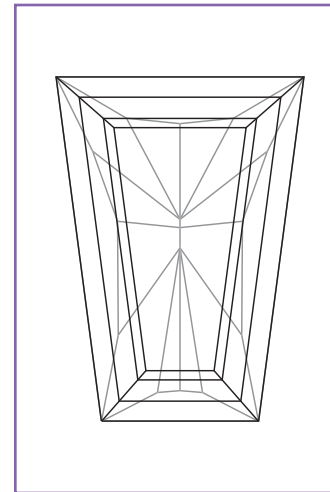
Rose Cut



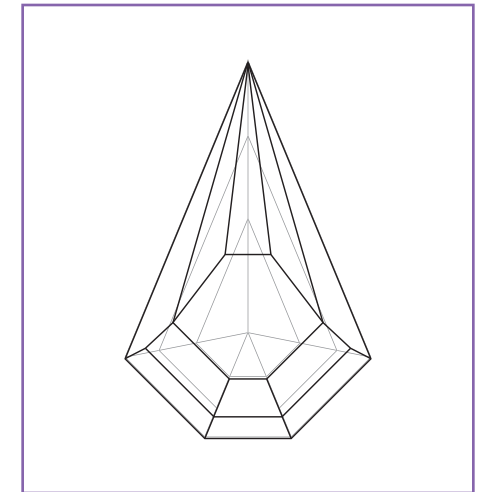
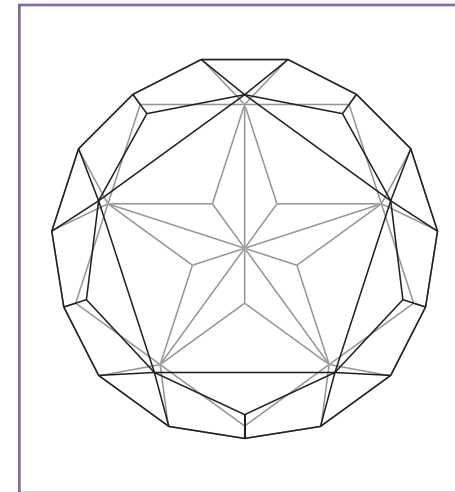
Peruzzi Cut



Mixed Cuts



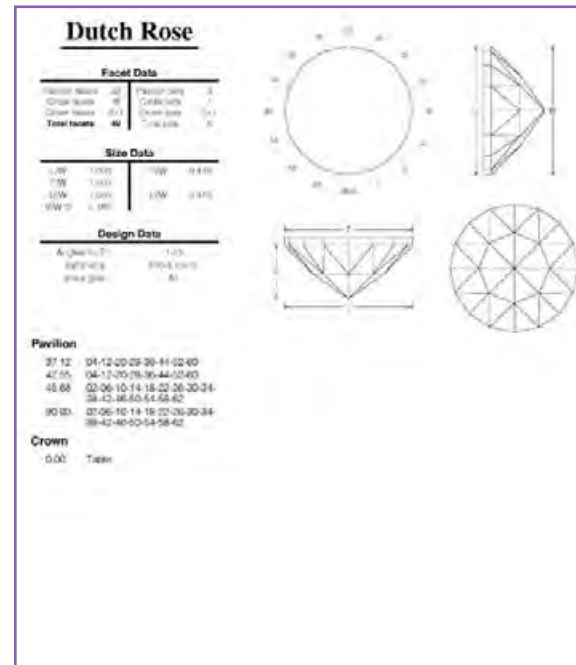
Lone Star Cut



Panache Cut

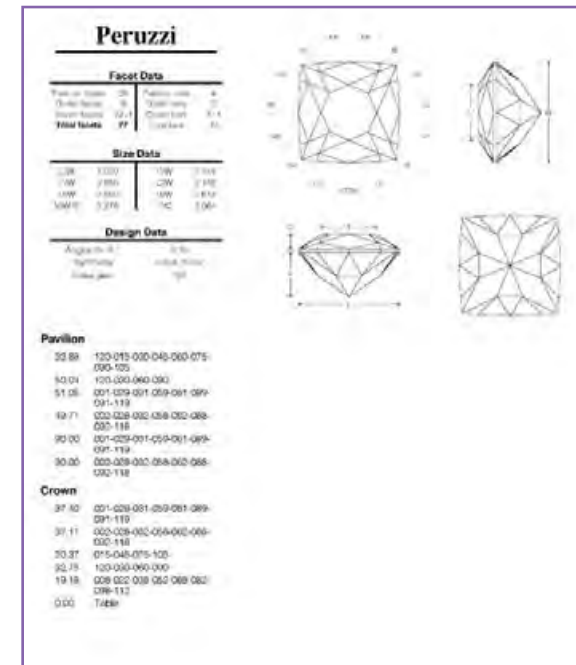
Historical Inspiration: Where Faceting Began

Rose Cut



The Rose cut is one of the oldest styles of faceted stone. It originated during the 16th century and was popular during the Georgian and Victorian eras. Unlike most modern styles, it has a flat back and no table. This gives it a much subtler, almost dream like sparkle.

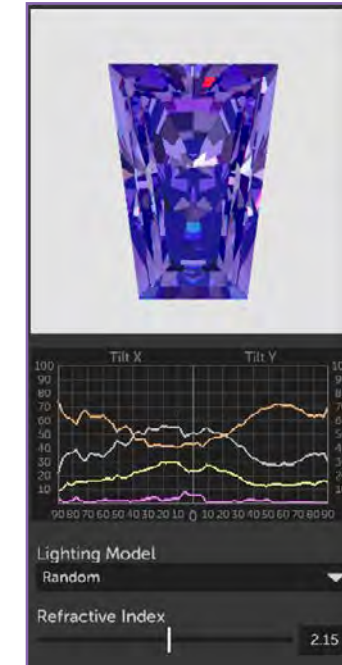
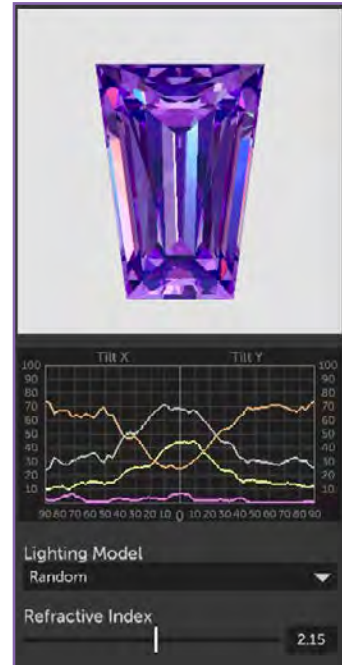
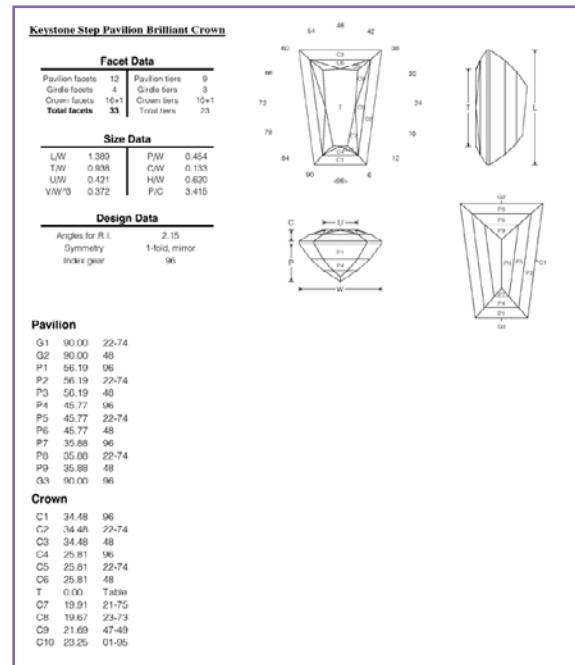
Peruzzi Cut



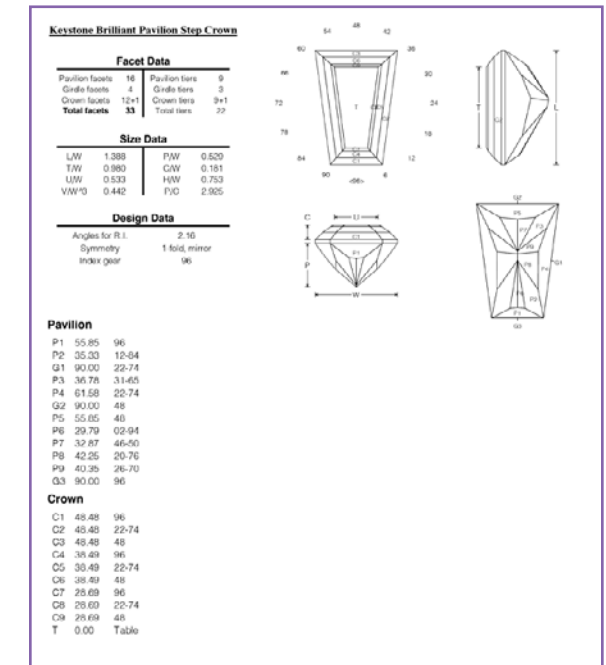
The Peruzzi cut was introduced in Venice during the early 1700s and is widely recognized as one of the first ever brilliant style cuts. It was an improvement on the earlier Mazarin cut and a precursor to Old Mine cuts. Since we did not cut these stones by hand the old fashioned way, it is a modernized version of the traditional cut.

Gemcutter Influence: How Facet Placement Changes Appearance

Step Pavilion, Brilliant Crown



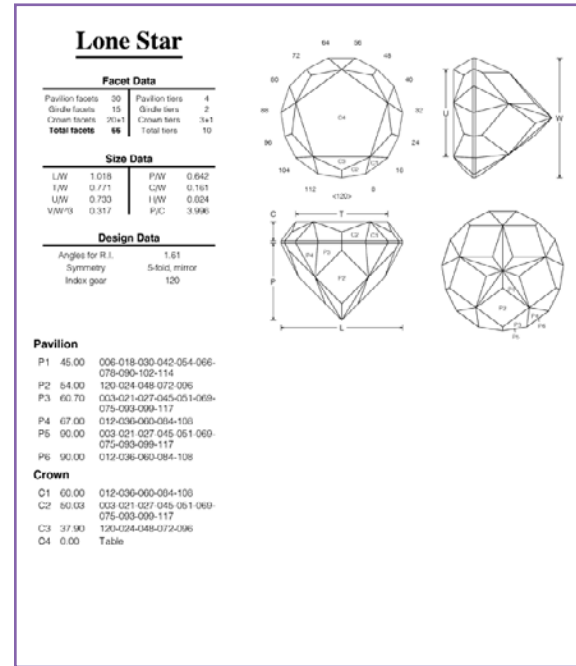
Brilliant Pavilion, Step Crown



These two stones are cut from the exact same material in the exact same shape, but have different facet placements. This serves as an example of how much impact a gemcutter has on the overall appearance of a gemstone. Designers should consider the desired brilliance and color of the stones they plan to use when deciding how they want them cut.

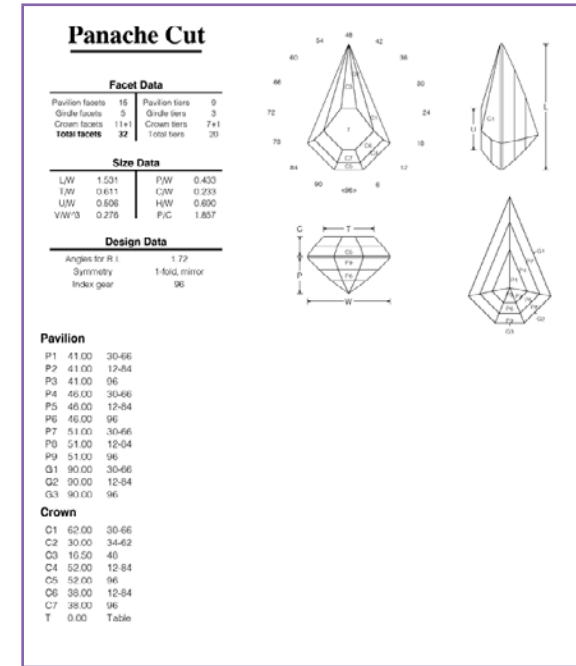
Modern Cuts: Innovative Designs From the 20th Century

Lone Star Cut



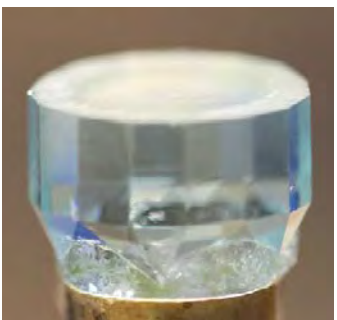
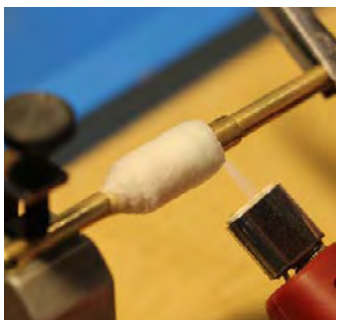
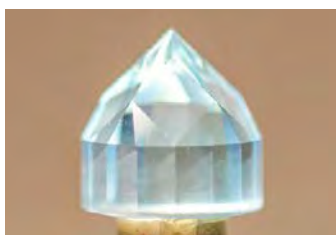
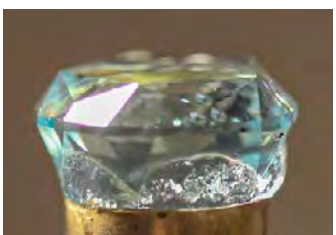
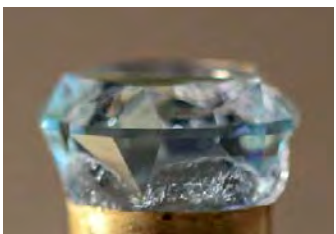
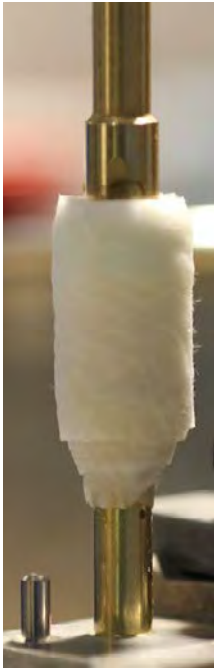
The Lone Star cut was designed in the early 1970s and is the official state gemstone cut of Texas. It uses incredibly precise cuts to create the optical illusion of a 5 pointed star clearly visible in the pavilion.

Panache Cut



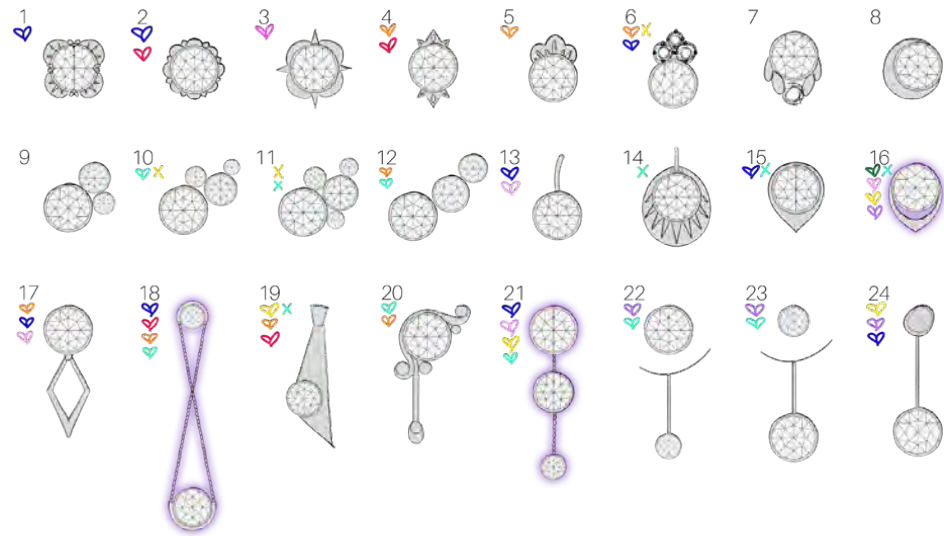
The Panache cut was also designed in the 1970s and features a fan at the point of the crown, which deviates from the otherwise step cut style. With the rising popularity of kite shaped stones, this one was a natural decision to include.

Lone Star Process



Rose Cut Earrings

Initial Sketches:

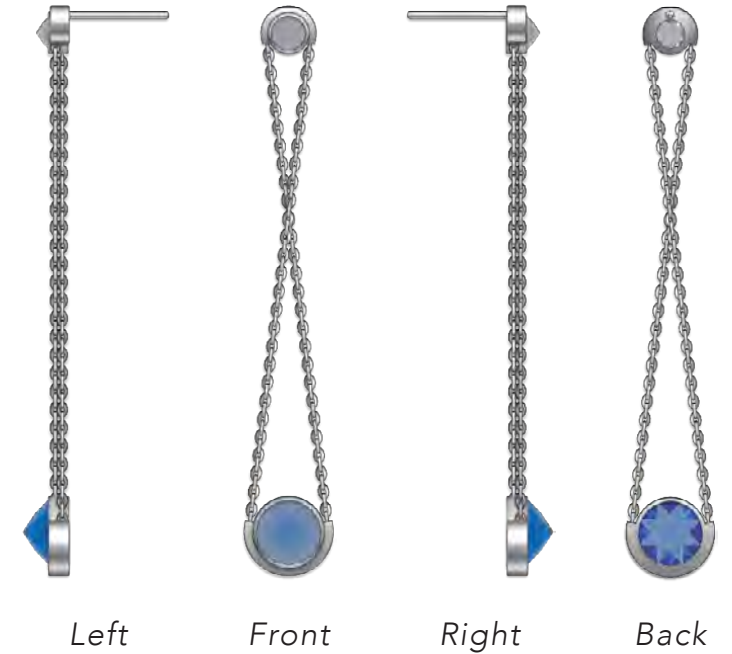


Stakeholder Feedback:

"Generally, I like the designs that weren't too busy or crowded; where all the focus was taken off the gem."



Final Design:



Peruzzi Ring

Initial Sketches:



Stakeholder Feedback:

"Three is simple and beautiful, it reminds me of an old ring my mother had. Other than that I think five and six are very classic looking but eight and eleven are too busy me."

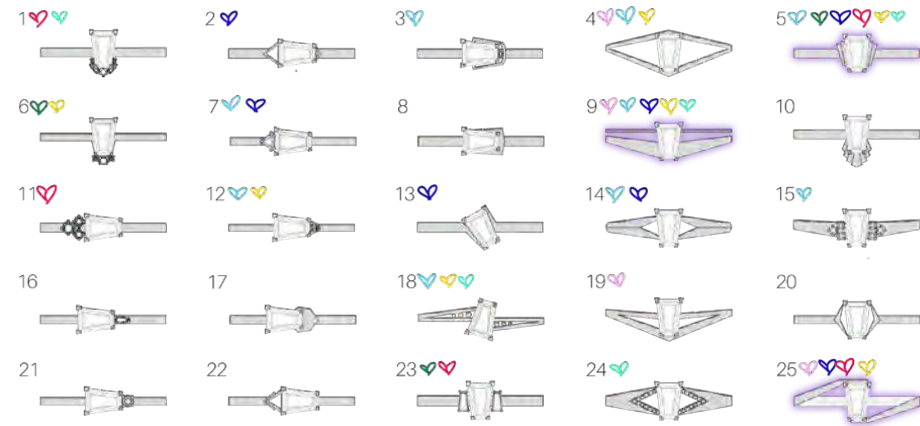


Final Design:



Mixed Cut Ring

Initial Sketches:



Stakeholder Feedback:

"I really like number 9. It feels more balanced than some of the others and I like that it's simple enough for everyday wear while still being interesting."



Final Design:



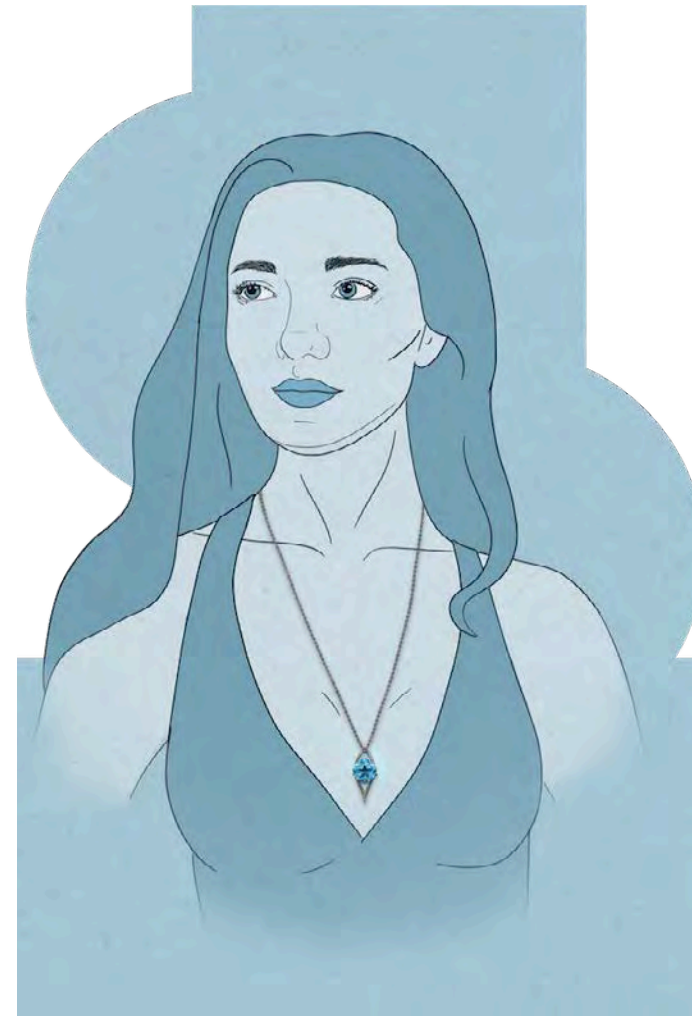
Lone Star Cut Necklace

Initial Sketches:

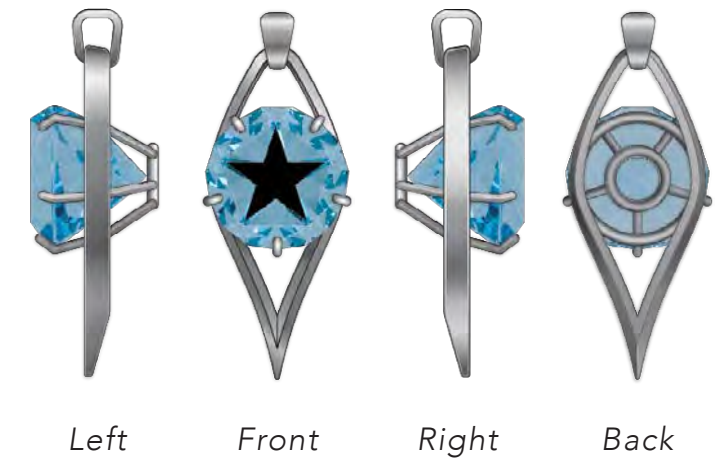


Stakeholder Feedback:

"I like the ones with sharper lines, I feel like a lot of the diamond necklaces I see are very soft and demure so it's nice to see ones that have a bit of a stronger personality."

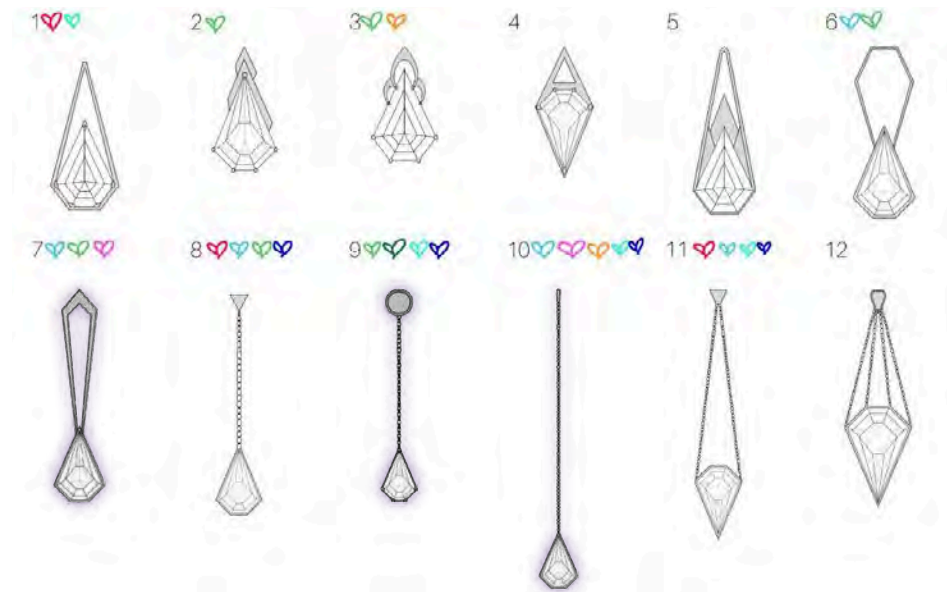


Final Design:



Panache Cut Earrings

Initial Sketches:



Stakeholder Quote:

"8 through 11 are my favorites because I think they would frame the neck in a very flattering way. There's a sort of subtle elegance to them. Again, I prefer designs that are simpler so I would choose those over most of the ones on the top row."



Final Design:



Final Collection





Melissa

Mid century modern luxury furniture design

Design Objective

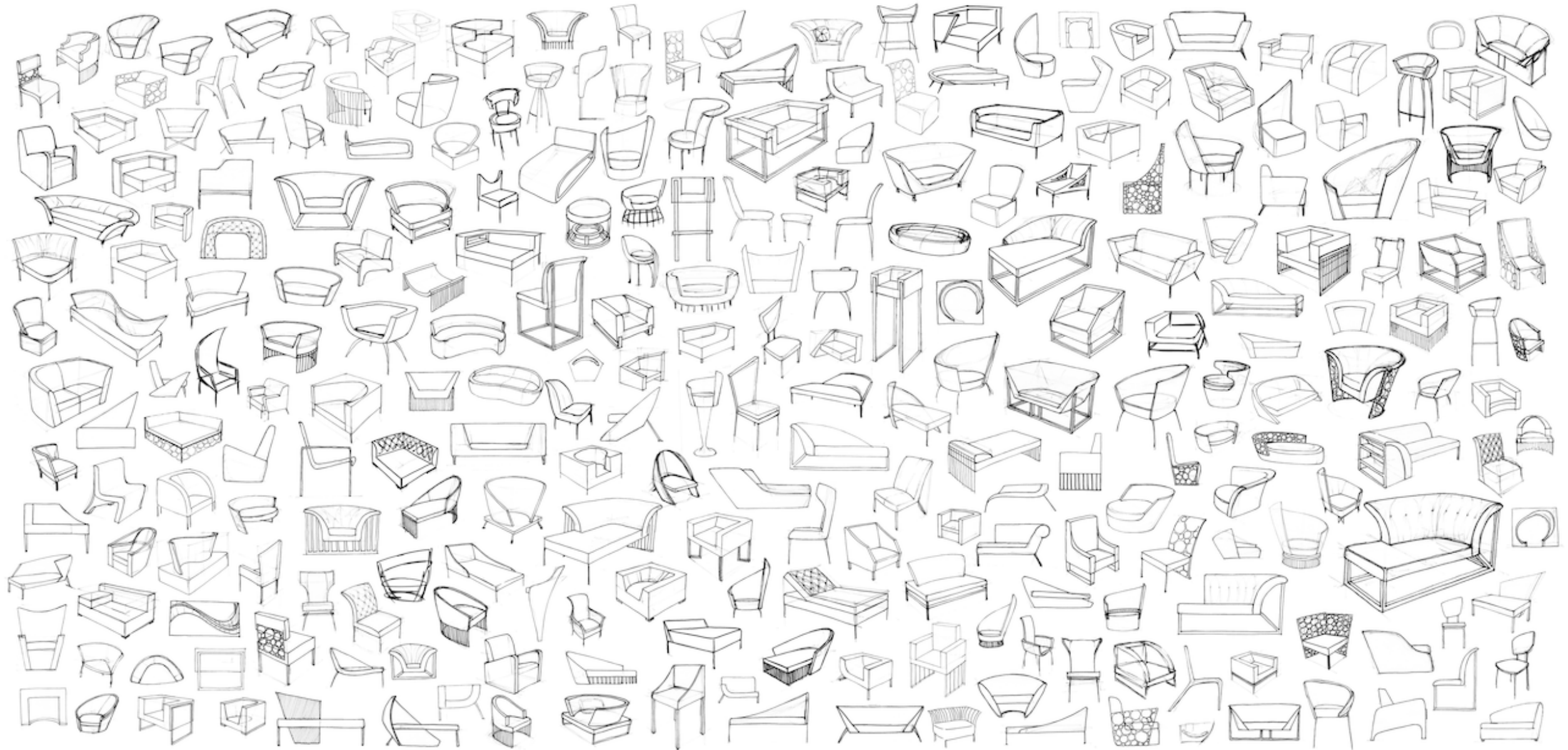
This is a furniture design project inspired by a luxury mid-century modern aesthetic. I love the way that mid-century modern designers balance simple design with whimsical shapes. Drawing from that, I wanted to create something elegant and dynamic for a high end consumer.

Aesthetic Direction: Dynamic Elegance

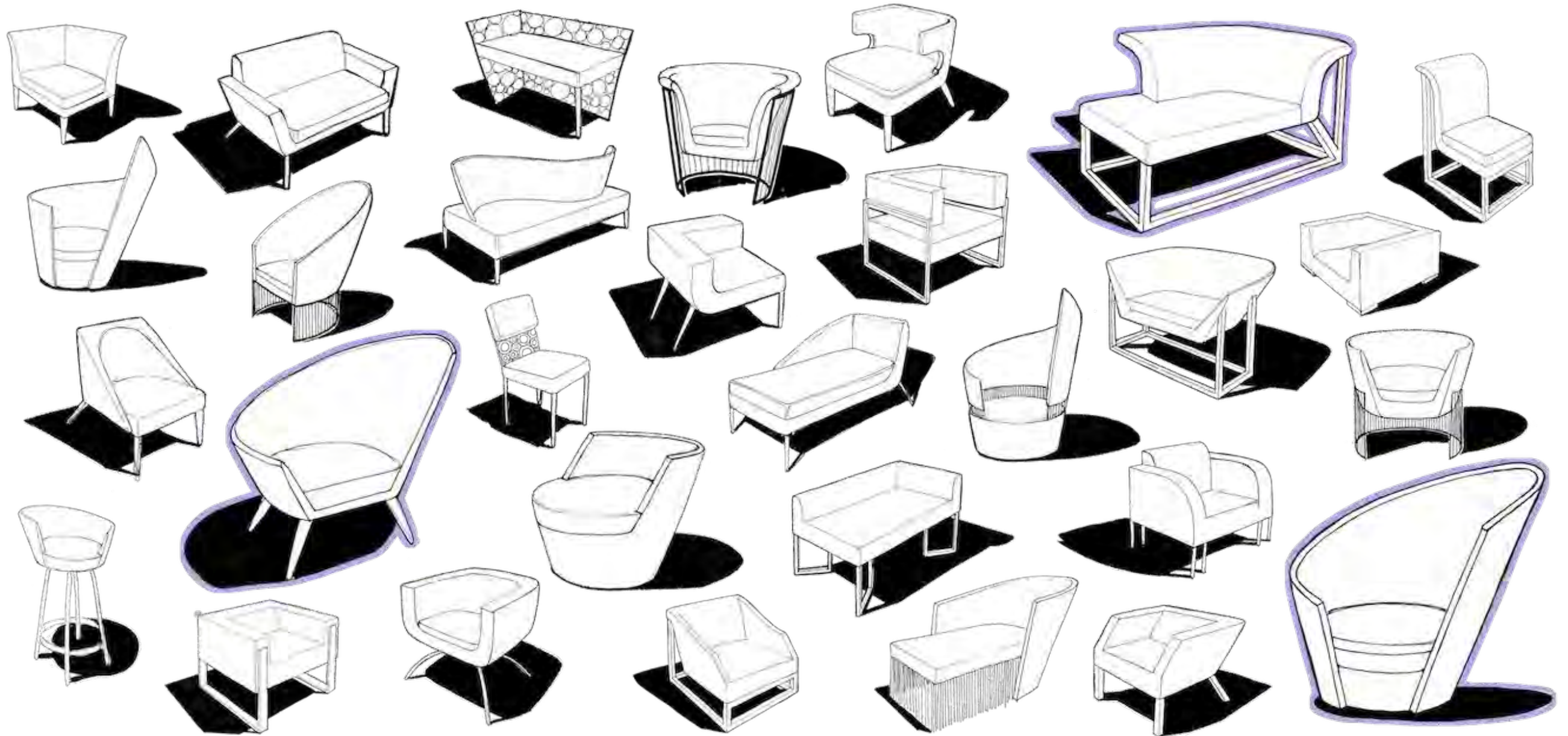


The aesthetic inspiration for this project is playful but curated. It feels effortless and comfortable yet elegant and exciting.

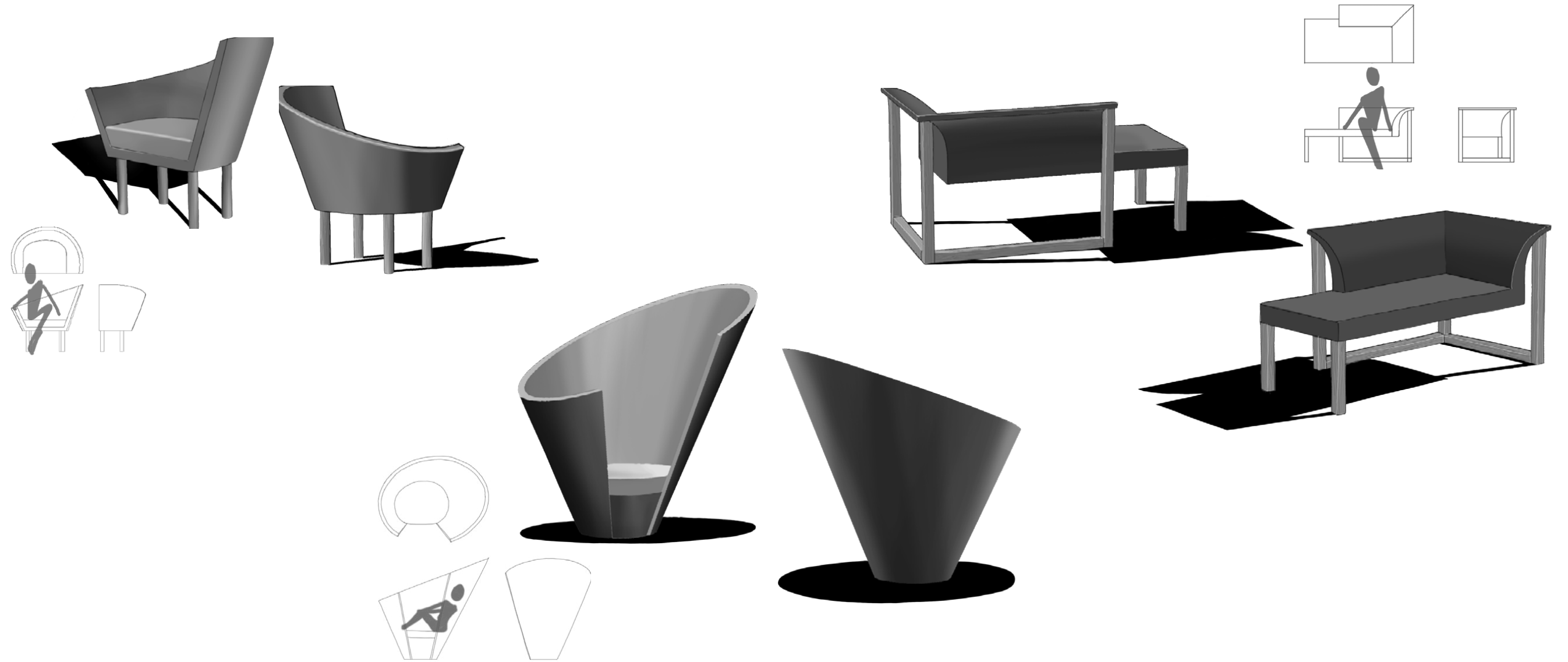
Sketch Ideation - Round 1



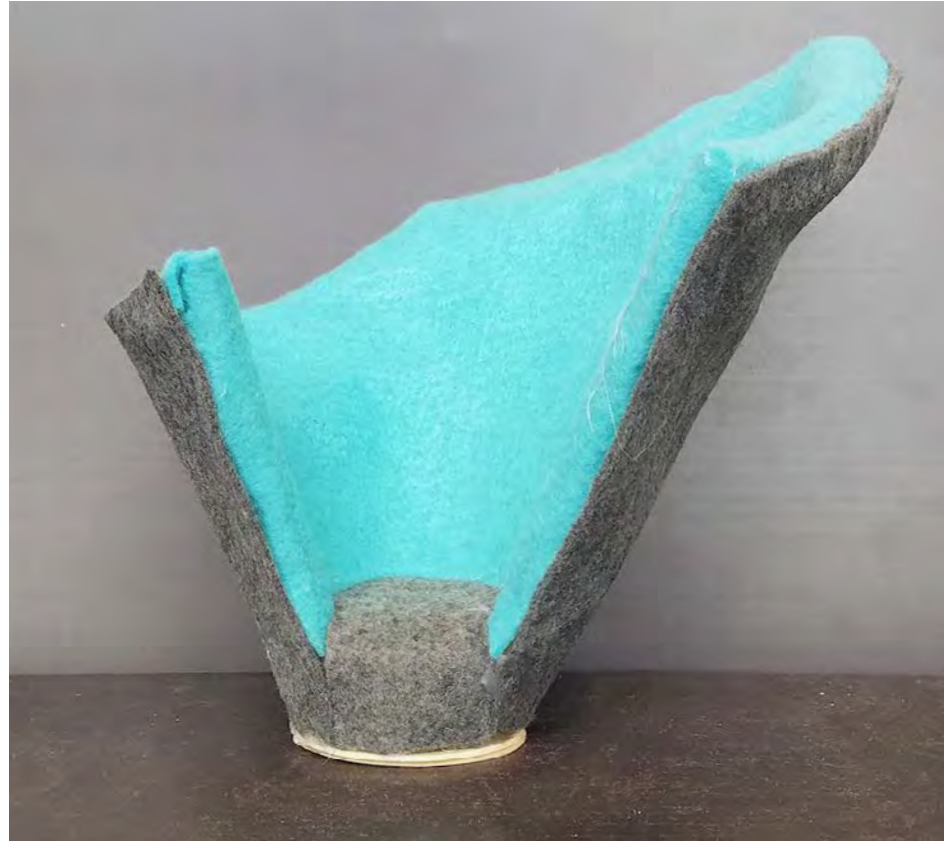
Sketch Ideation - Round 2



Sketch Ideation - Round 3



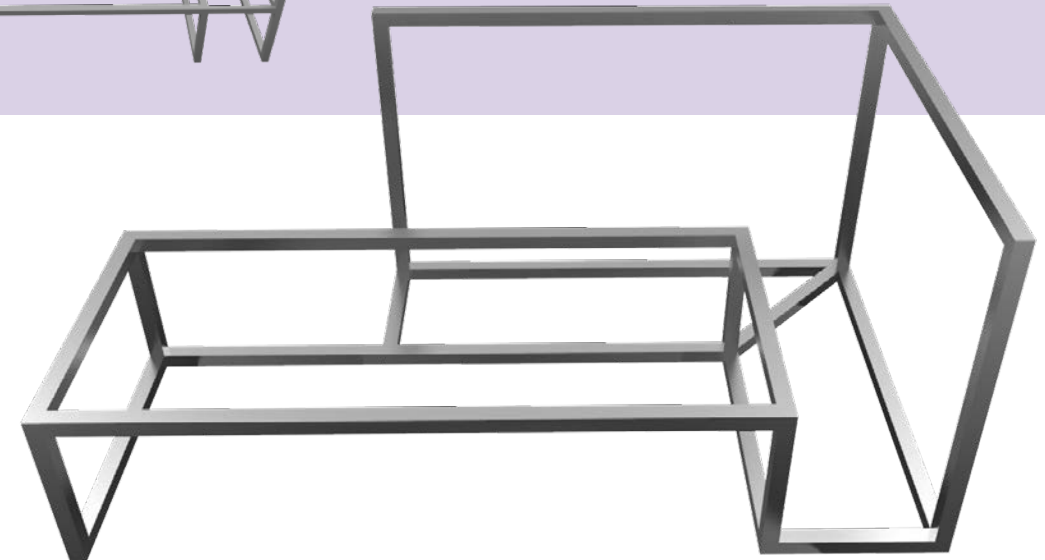
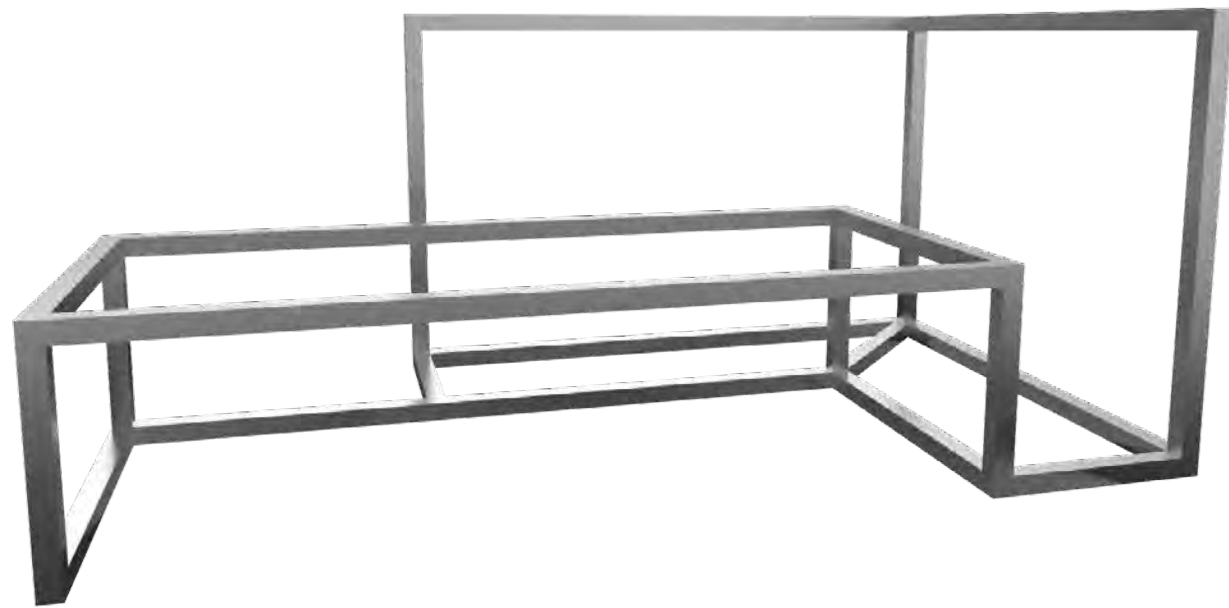
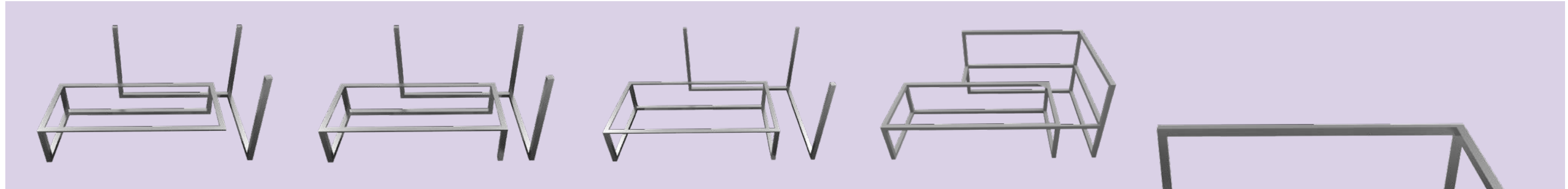
1/8 Scale Models



Full Scale Models



Frame Ideation



At this point in the process I started working with a local fabricator, Orange Chair, to ensure the design would actually be manufacturable and able to support weight without caving. We adjusted the frame several times before selecting the final.

Final Construction Design



- 1 - Wood framing
- 2 - Upholstery foam
- 3 - Vinyl upholstery fabric
- 4 - Powder coated metal frame

Fabrication



The seat was built and upholstered by Orange Chair in Cincinnati. The frame was welded by A.J. Pate and powder coated by Leonard LeFevre.

Final

The Melissa loveseat is sleek and modern without being minimalist or boring. Its versatile design makes it perfect for living spaces where you might be lounging on your own one evening and entertaining guests the next. It is sure to be a conversation piece for all the right reasons.



Papas Shorts Projects

Work from my time working with Papas Shorts in Berlin, Germany

Logo Shirts

Papas Shorts Icon T-Shirts






Fistbump Icon
Stitching Color: White
Shirt Color: Black



Lawnmower Icon
Stitching Color: C=100, M=91, Y=37, K=45
Shirt Color: C=16, M=14, Y=7, K=28




Lawnmower Icon
Stitching Color: As per logo specs
Shirt Color: C=35, M=11, Y=3, K=0



Lawnmower Icon
Stitching Color: C=35, M=11, Y=3, K=0
Shirt Color: C=100, M=91, Y=37, K=45





Rasenmäher
24,90 €

Wählen Sie Ihre Farbe aus

Größe

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Papas Shorts Shirt
19,90 €

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Fahrradfahrer
24,90 €

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Fistbumper


24,90 €


Weitere Farboptionen






GRÖSSE

S M L XL XXL 3XL

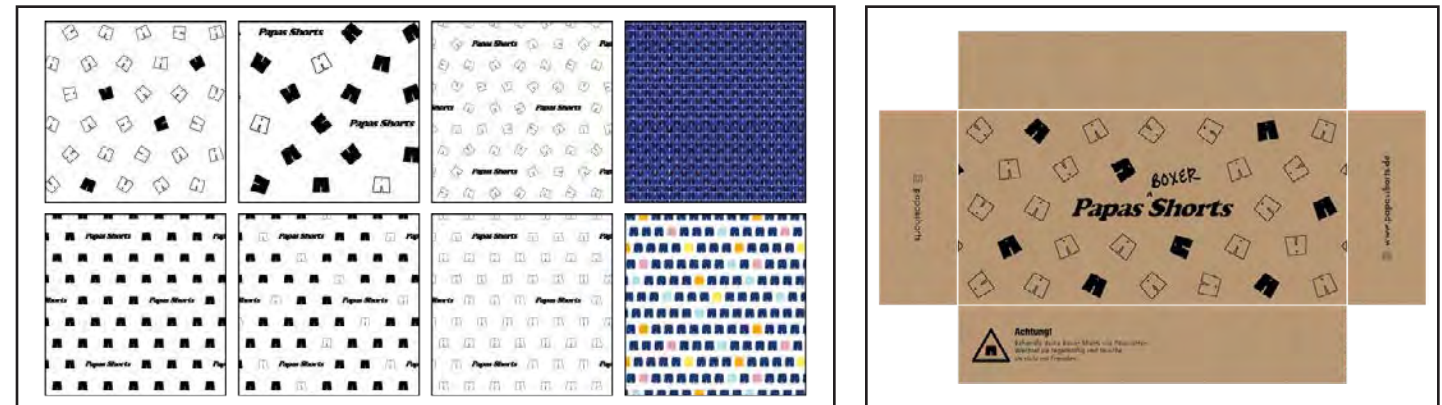
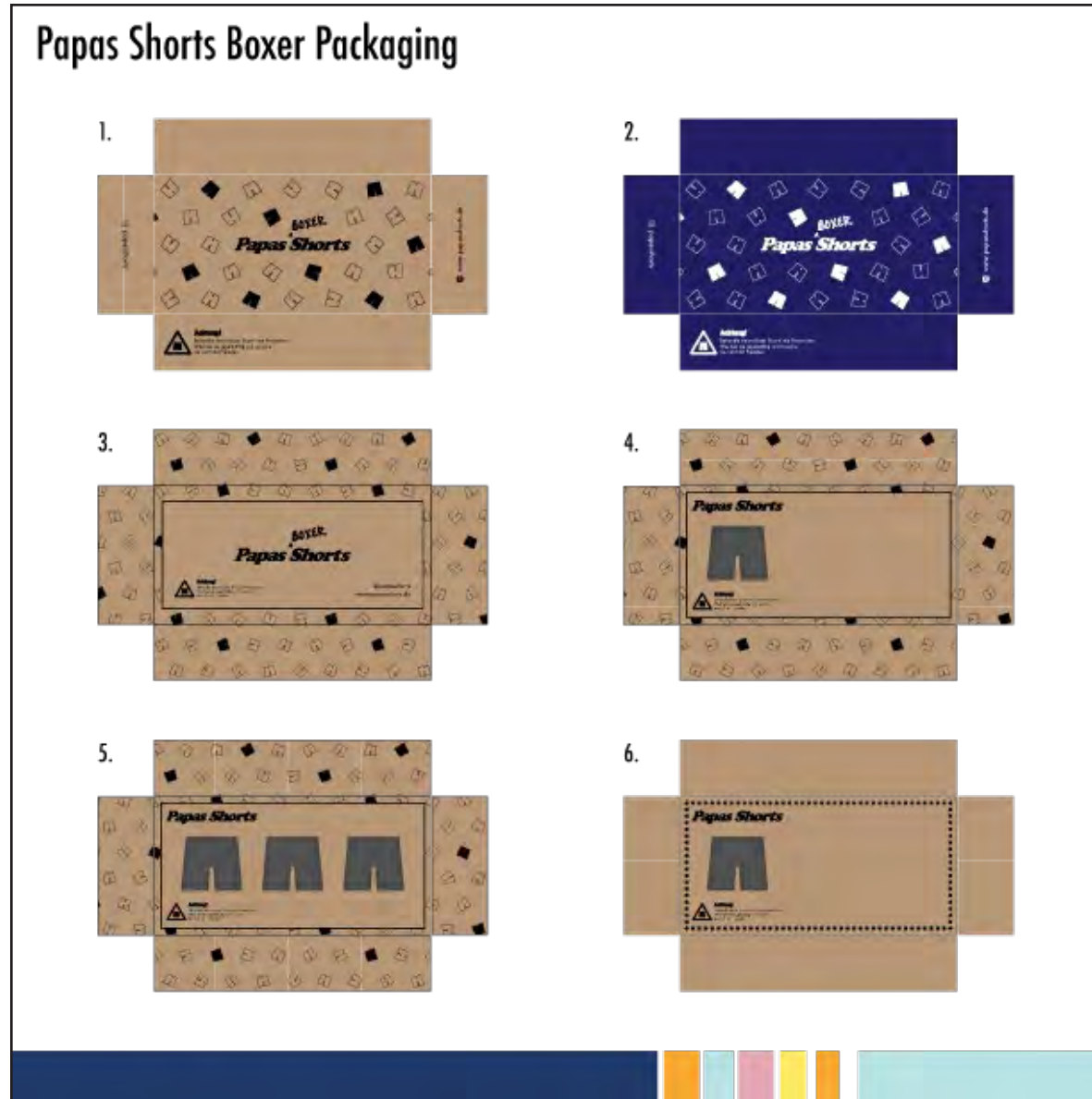
In den Einkaufswagen legen

 **Kostenloser Versand**
ab 60€ Bestellwert

 **Lieferung innerhalb**
von 1-4 Werktagen

Boxer Shorts Packaging



Black Buxe (3-pack)
 Boxer shorts
 € 34.90
 including VAT plus shipping costs

More color options

S. M. L. XL XXL 3XL

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FOR YOUR TIME AND CONSIDERATION

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🌐 ClaireBusch.com

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