

Signature Style

This worksheet is designed to help you explore, define, and develop your own signature style as a jewellery designer maker. Your signature style is not something you force. It emerges over time through making, reflection, and staying true to yourself.

What Does 'Signature Style' Mean?

A signature style is the visual (*and emotional*) thread that runs through your work. It is what makes your jewellery recognisable as yours, even without a name attached.

It can show up through:

- Materials you return to again and again
- Shapes, textures, or forms you naturally favour
- The way your work feels: delicate, bold, raw, refined, playful, quiet
- The stories, values, or intentions behind your making

A signature style is not about repeating the same piece. It is about consistency of voice, not limitation.

Reflection:

- How would you like someone to describe your work in three words?
- How do you want people to feel when they wear your jewellery?

Write your thoughts here:

.....

.....

.....

.....



How to Begin Finding Your Style

Your style begins with paying attention. Start by:

- Making regularly, even when the outcome feels uncertain
- Noticing which pieces feel most 'you' when finished
- Observing what you enjoy making, not just what sells or gains praise

Ask yourself:

- Which techniques do I naturally gravitate towards?
- Which processes feel grounding or exciting to me?
- Which finished pieces am I most proud of, and why?



Exercise:

Look at your last 5 to 10 pieces and circle or note any similarities in:
Form, Scale, Texture, Detail, Mood

Signature Style

Where to Look for Inspiration (Without Copying)

Inspiration is everywhere, and copying is when we stop translating ideas through our own experience.

Places to look for inspiration include:

- Nature and natural forms
- Architecture and structure
- Movement, dance, or the body
- Your own life experiences, memories, or emotions
- Historical jewellery, techniques, and materials

When looking at other makers' work, ask:

- What draws me to this piece, shape, texture, feeling, idea?
- How could I interpret this through my own hands and materials?

Important: Being inspired means transforming an idea through your own lens. Copying skips that step and weakens your creative voice.

Why It Matters Not to Copy:

Developing your own style:

- Builds confidence in your making
- Creates work that feels honest and meaningful
- Helps your jewellery stand out in a crowded market
- Builds trust with customers, galleries, and stockists

Copying can:

- Slow your creative growth
- Create comparison and self-doubt
- Make your work feel disconnected from you

Reflection: How does it feel when you make something that truly reflects you?



What Difference Does a Signature Style Make?

Having a clear signature style:

- Makes your work recognisable
- Strengthens your brand and identity
- Makes decision-making easier, what fits and what does not
- Allows customers to connect emotionally with your work

Over time, your style becomes part of your story as a maker.

Developing Collections While Staying True to Yourself

- Collections let you explore an idea more deeply while staying connected to your core style. Begin with one clear theme, keep materials, techniques, or forms consistent, and allow small, natural variations rather than full reinvention. Think of collections as chapters in the same book, not separate stories.

Exercise: Write one idea you would like to explore across a small collection

How could you vary it while keeping it recognisably yours?