Filigree Jewelry Product Differentiation (Case Study Filigree Kota Gede Yogyakarta)

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Abstract

The reason that product design differentiation is important because it maintains a product's existence last longer in the market and keep the consumer interested into the product. Differentiation means increasing the quality, selling value, and visual value of a product. To develop a product, a creator are trying to create a new, creative, and distinguish product that different with other similar products in the market, in this case is traditional and modern jewelry. Traditional jewelry has its own unique dimension in terms of design process, production techniques, and aesthetic aspects that combine several elements of material. Along with the development of industrialization and market segmentation becomes broader, jewelry becomes an appealing commodity. Time flies and jewelry has shifted from a meaning of self-philosophy of the user into a universal meaning as a consumptive identity in cultural society. Filigree with his trademark can survive by showing its value in the international market. Filigree itself is one of the oldest techniques that have been abandoned for a long period of time because some reasons, especially about the process and other considerations. Kotagede Yogyakarta is one of the cities that still maintain the technique of design process filigree, although until now not a few of the craftsmen have started to spread to other cities.

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https://images.treniq.com/public/treniq-assets/products/34283/small/filigree2.jpg?1481741061 https://www.treniq.com/products/filigree-jewelry-case 5629 available for order new. Boca Do Lobo. Product Description And Specification. Some of the most enchanting pieces of jewelry in the world are made using the filigree technique and deserve to be guarded in the most perfect jewelry case there is - a true celebration of hyper refinement and luxury. To know more "Request Information" and get in touch with the seller directly via Treniq. Filigree’s Jewelry Case by Boca do Lobo is a stunning safe, made by the hand’s of skillful jewelers to create the most artistic motifs. Some of the most enchanting pieces of jewelry in the world are made using this ancient technique and deserve to be guarded in the most perfect jewelry case there is – a true celebration of hyper refinement and luxury. A handcrafted contemporary piece made from the finest materials and with the most luxurious finishes can be a perfect and luxurious gift to give to someone special. Overview. Kota Gede was the original site where Panembahan Senopati, founder of the new Mataram kingdom established his palace in 1575. The new Mataram kingdom claims direct descent from the ancient Mataram rulers who built the mighty Borobudur and Prambanan temples. In the year 1680 Kota Gede was ransacked by troops from Madura, and the palace of Mataram shifted east, first to Kartasura, then to its present location on the banks of the Solo river, at Surakarta (Solo). Today, Kota Gede is a suburb of the city of Yogyakarta. The town is a maze of narrow streets, lined with tiny, traditional sil