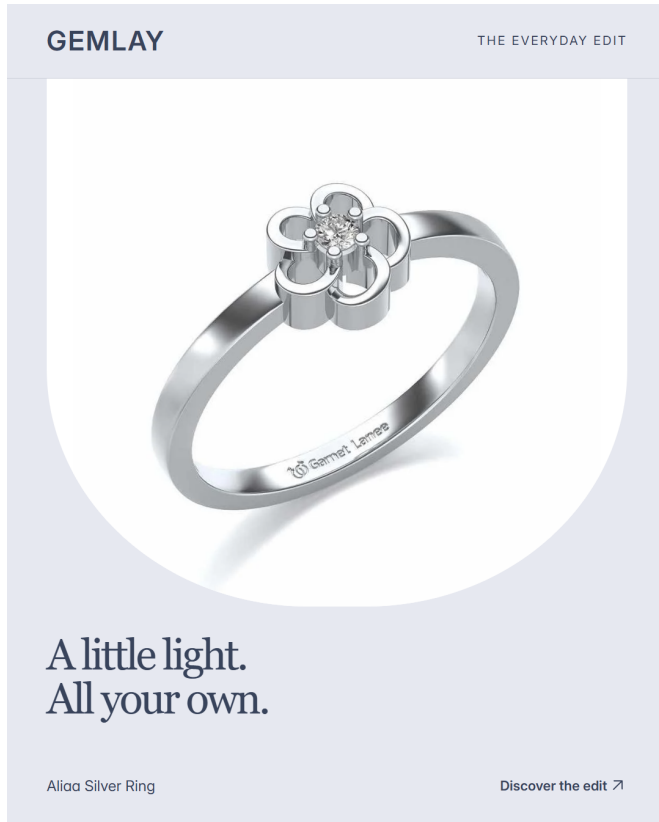


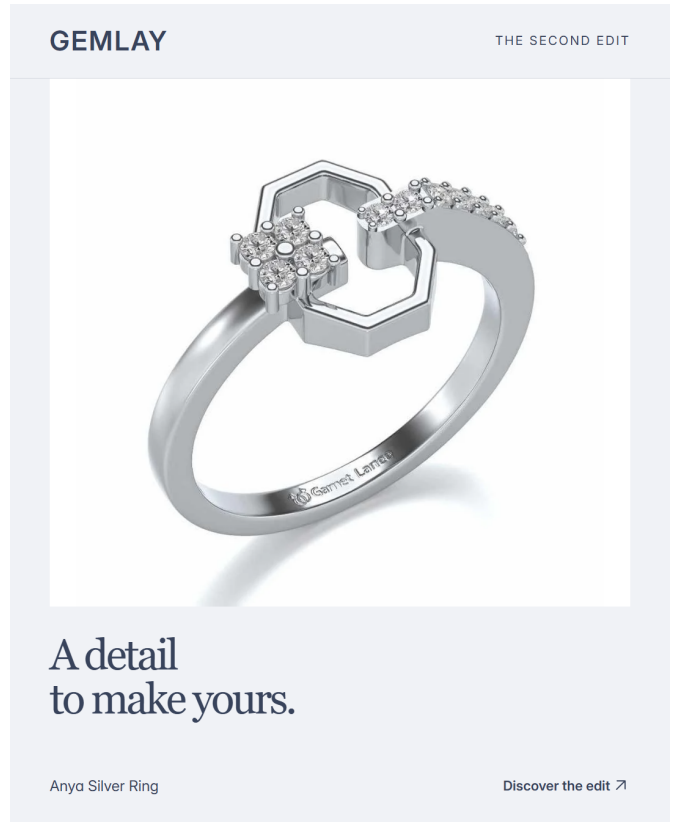
# Put the design of the ring in the spotlight.

A minimal, light-filled jewellery direction for the Aliaa and Anya rings, using the brand's supplied product visuals with a restrained editorial frame.

New creative concepts. Real products, brand-sourced imagery.



01 / Aliaa Silver Ring



02 / Anya Silver Ring

## The design decisions

1. Retain the brand's original ring visual, proportions and visible details.
2. Use a cool, muted palette to distinguish this study from the warmer Luxez direction.
3. Keep copy away from metal purity, stone grading and investment value.

# From product to a useful test.

## The starting point

The source product visuals use a white background and show the ring designs at close range. A quiet layout can preserve those details and make the two forms easy to compare.

## The hypothesis

A design-led frame may help shoppers distinguish the rings before evaluating specifications. Compare the editorial opening with a direct named-product control.

## Proposed measurement plan

1. Compare Aliaa and Anya with equivalent formats and a direct product-page destination.
2. Separate attention metrics from product intent and attributed purchases.
3. Confirm every material or gemstone claim before any campaign is published.

No campaign was run as part of this study. The plan describes what to compare; it does not report historical performance.

## Product sources

### Aliaa Silver Ring

gemlayjewels.com - product page checked 05 September 2026

### Anya Silver Ring

gemlayjewels.com - product page checked 05 September 2026

## Methodology notes

The brand supplied the source product imagery on its public store. Glimmio composed the layouts and wrote new creative copy for this editorial study. Product appearance is preserved; source imagery may include photography, renders or composites.

Product names are reproduced as listed. No independent verification of metal purity, gemstone type, grading or value is asserted.