

Small pieces, given a little more space.

An intimate, detail-led jewellery direction using the original moon-and-star and ball-stud images, with the visual texture doing most of the storytelling.

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



01 / Tiny Moon & Star Studs



02 / Hailey Ball Stud Earrings

The design decisions

1. Keep the actual pieces and source background intact.
2. Use warm neutrals and small, carefully spaced labels around the image.
3. Separate product identity from material or durability claims that require brand verification.

From product to a useful test.

The starting point

The source images frame small pieces against soft neutral surfaces. The forms are delicate, so the layout needs to avoid making the jewellery compete with large promotional badges.

The hypothesis

A closer product-led presentation may make the tiny forms easier to notice. Compare the poetic opening with a direct product-name opening.

Proposed measurement plan

1. Test an image-led frame against a product-name-led frame.
2. Review product views, saves where available and attributed purchases as different signals.
3. Use the exact product page for each concept rather than a generic jewellery collection.

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

Product sources

Tiny Moon & Star Studs

www.luxe.store - product page checked 05 September 2026

Hailey Ball Stud Earrings

www.luxe.store - 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.

No purity, plating lifetime, allergy, gemstone authenticity or price claim is added to the creative.