



Royal College of Art

MA Interior Design

Final Submission



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29.07.25

Direction

1. To bring the leading brands in high-end jewellery to Canary Wharf
2. Architectural reframing of Brutalism
3. Cultural preservation and reconnection to craft
4. Injecting material authenticity into a corporate context
5. De-commercialising luxury retail



Concept

I aim to challenge the conventional language of luxury in jewellery retail interiors—where opulence is traditionally conveyed through polished marbles, glossy finishes, and ornate detailing. Instead, I propose a radical shift: embracing the raw, monolithic beauty of architecture to reframe how we perceive and experience luxury.

By setting delicate, intricate fine jewellery within a space defined by rough stone, exposed textures, and monumental forms, the contrast becomes a statement in itself. The rawness of the architecture serves as a stage that celebrates the refinement and craftsmanship of each piece, allowing the jewellery to glow against a muted, sculptural backdrop.

This new approach to luxury is not about surface sheen, but about substance, structure and inviting visitors into an environment where material honesty and minimalism amplify the aura of rarity and precision. In doing so, the space becomes a jewel itself which is bold, grounded, and enduring, a space that redefines what luxury can feel like in the contemporary context.

Precedence

References for the current jewellery retail





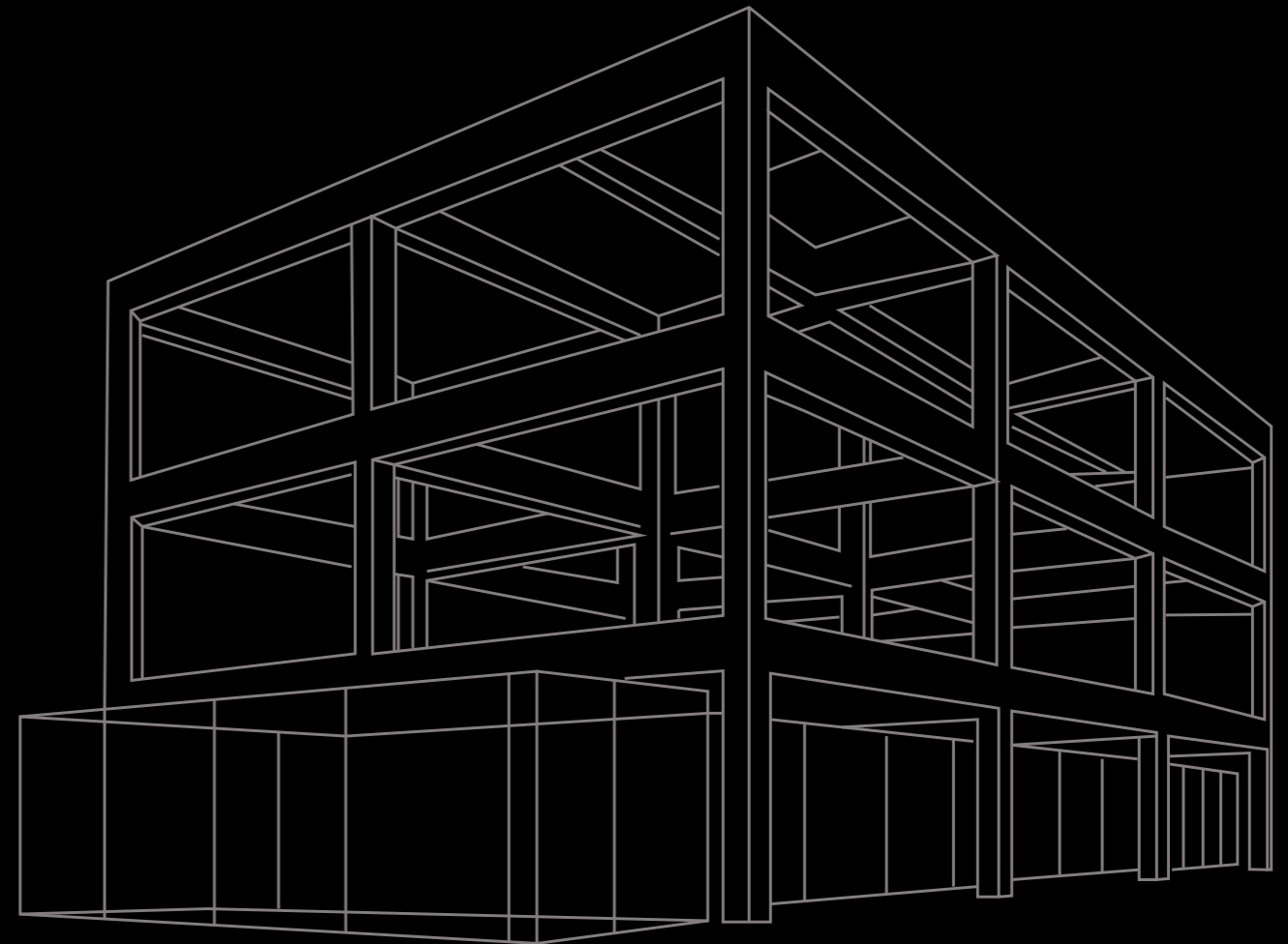
Inspiration

This project has been extremely material driven for me. To see one material transition to different finishes and give a varied experience was very exciting for me.

After completing this course, I hope to work in retail design. The material focus in this category of design intrigues me as I am particularly interested in an experiential form of interior design.

Strategy

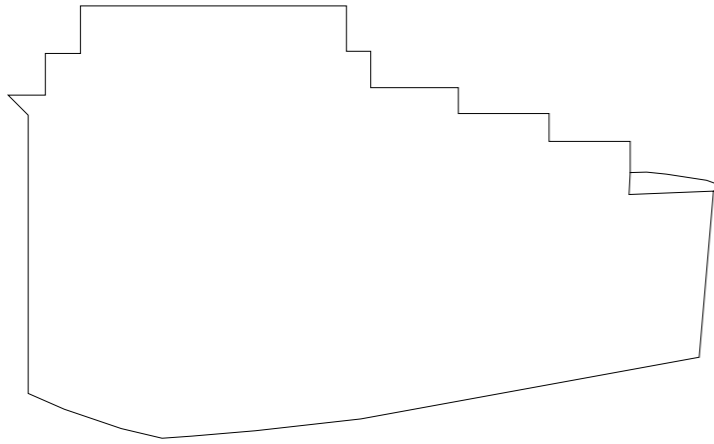
Case study



Mining the excess elements of the building to reveal the 'jewel'. By mimicking the process of mining a jewel, I have reduced the building to its core elements. The current area of the building is quite large, so by reducing the total habitable area it emphasises spatial efficiency and functional clarity.

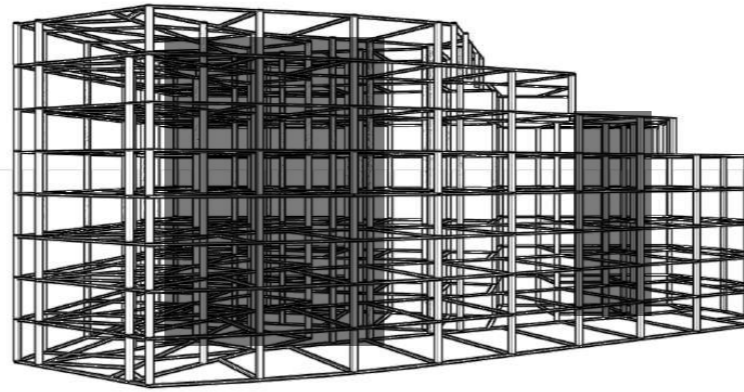
The beams and columns become a part of the aesthetic and enrich the user experience.

Strategy development



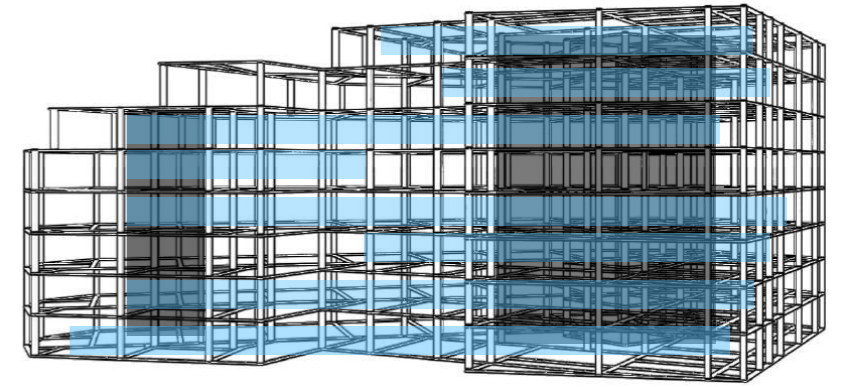
1

Before I stripped back the facade, I studied the existing structural layout of the building.



2

I then started designing spaces around the cores using them for circulation and services.



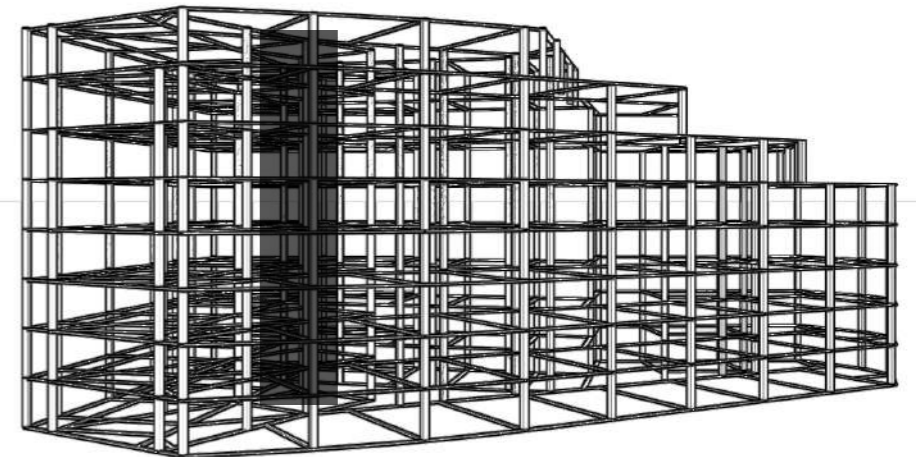
3

If I used both the cores, I realised that the spaces would be really expansive and vast.

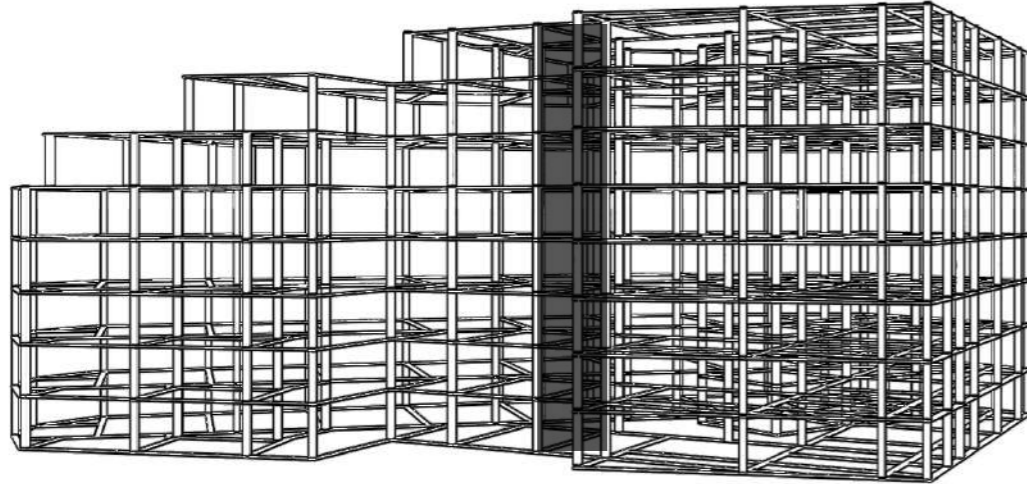
4

If the building had to appear like a jewel, it had to remain “clustered” on one side. That meant utilising only one core for circulation.

The existing core was too large for my spatial arrangement. I further reduced the core to optimise it for my layout.



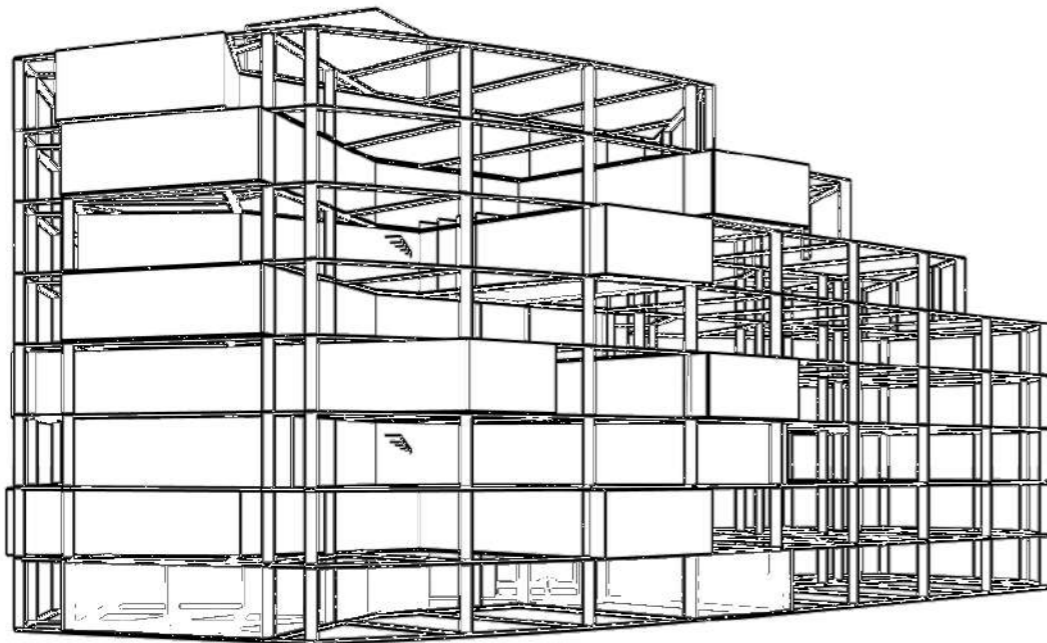
Strategy development



5

Since the size of the core was reduced, the services and fire lift had to be placed elsewhere.

A new circulation block was introduced - away from the entrance and connecting all the key areas efficiently.



6

The building's massing mimics that of a cut gem - faceted planes and vertical layering of the floors.



1:200 scale model showing the volumetric arrangement of the spaces within the existing framework.





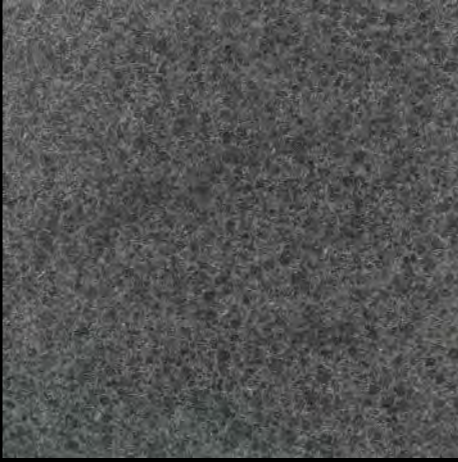
Each floor of the building represents a different step in the journey to a jewel, expressed through my material palette which moves from raw uncut stone to refined stone. These elements don't just reinforce the visual concept, but also enhance the sensory experience for guests.



Flamed granite finish



Bush-hammered finish



Flamed granite finish



Textured finish



The spaces give the impression of being carved in a stone - the existing building.

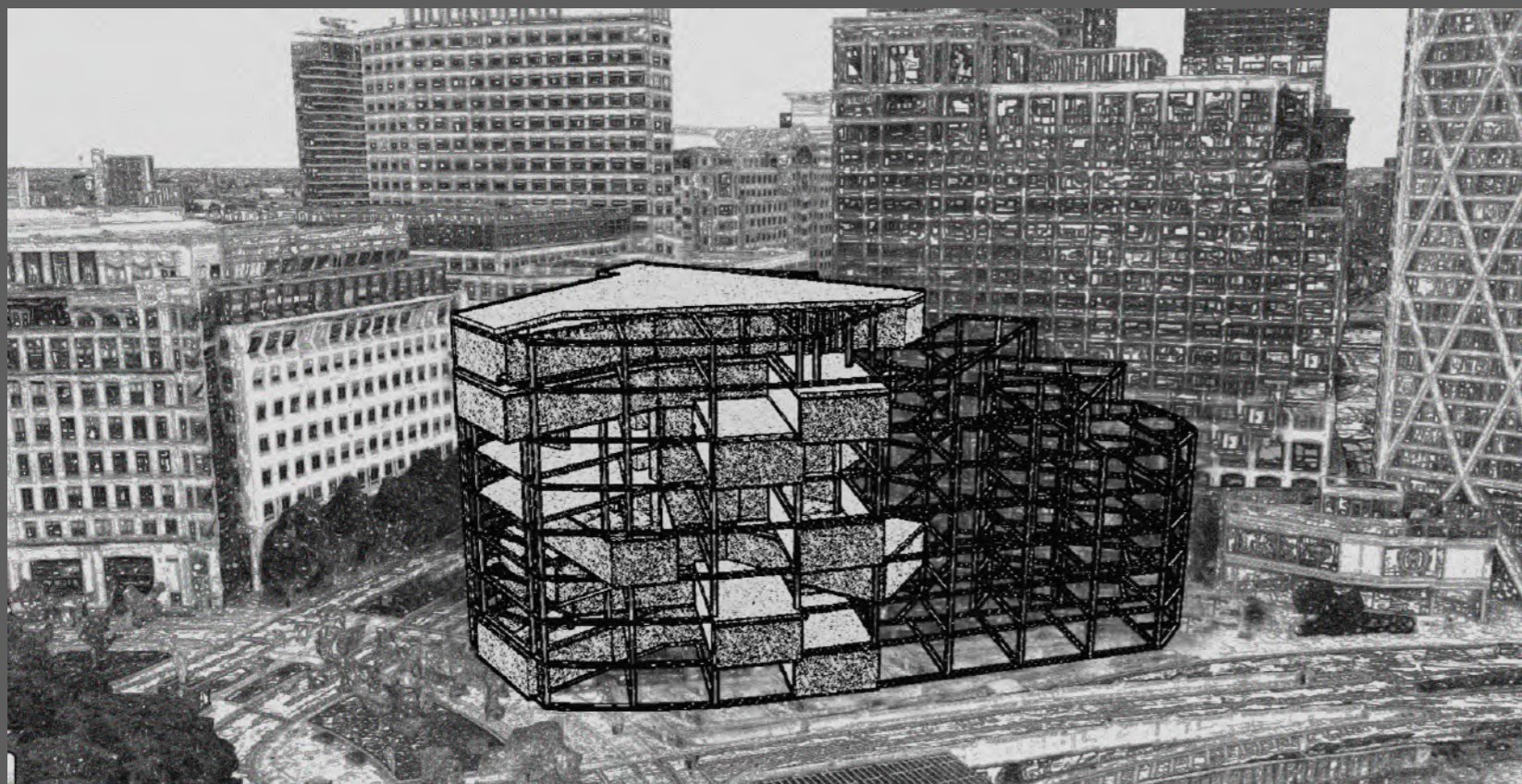


1:50 scale model showing the jewellery display areas with three different finishes of stone.





North-east elevation



South-west elevation



Entrance and cafe



Display area



Cafe



DISPLAY ZONE

2nd floor and 3rd floor





Jewellery display



Jewellery display



DISPLAY ZONE

Custom design and Private archive





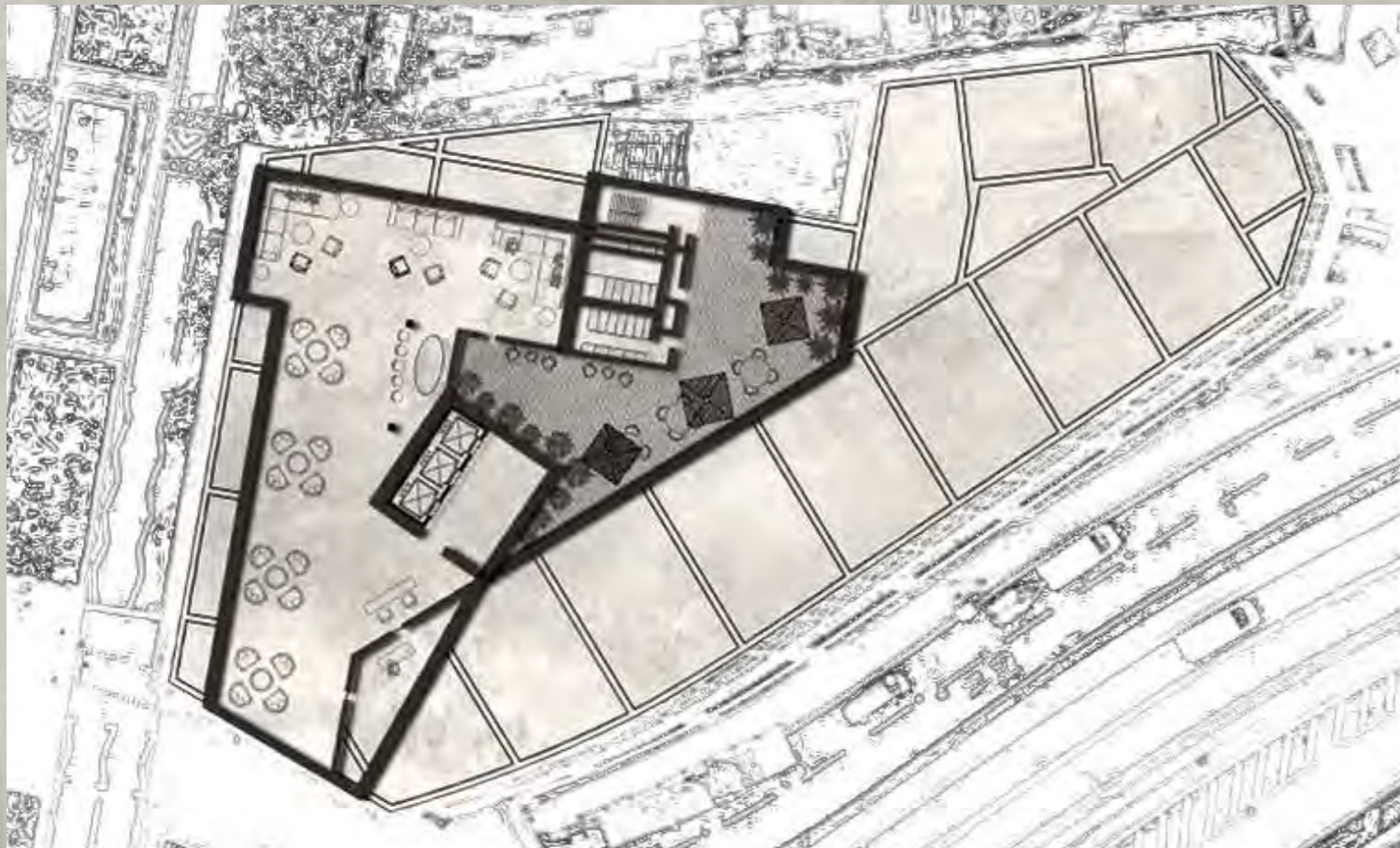
Custom design



Private archive



Jewellery making



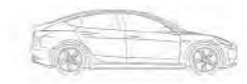
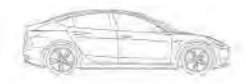
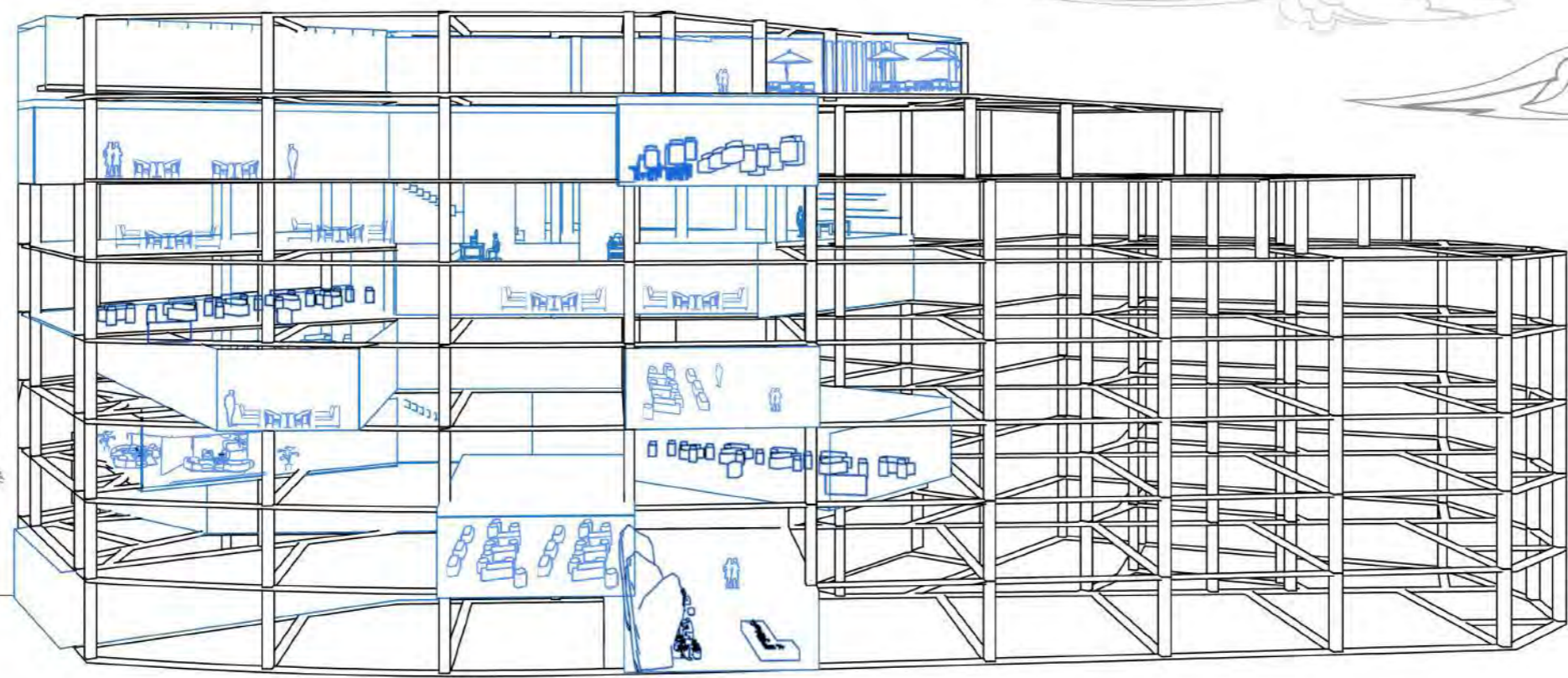
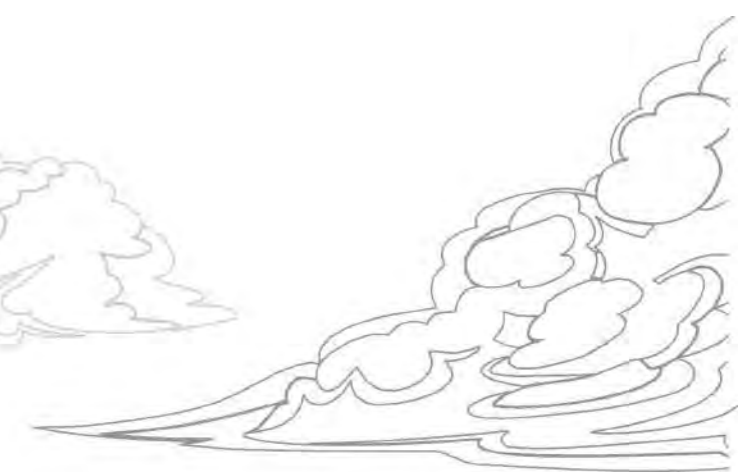
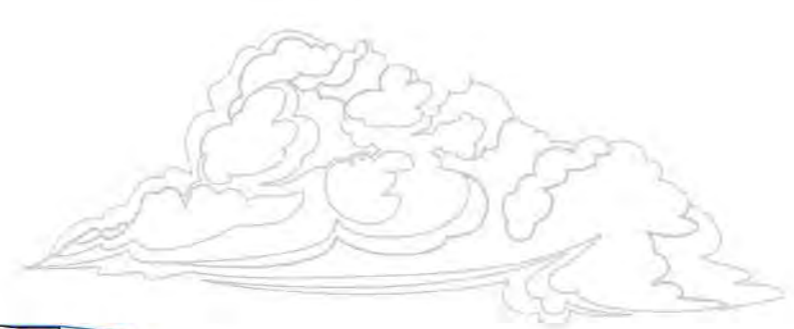
Rooftop bar



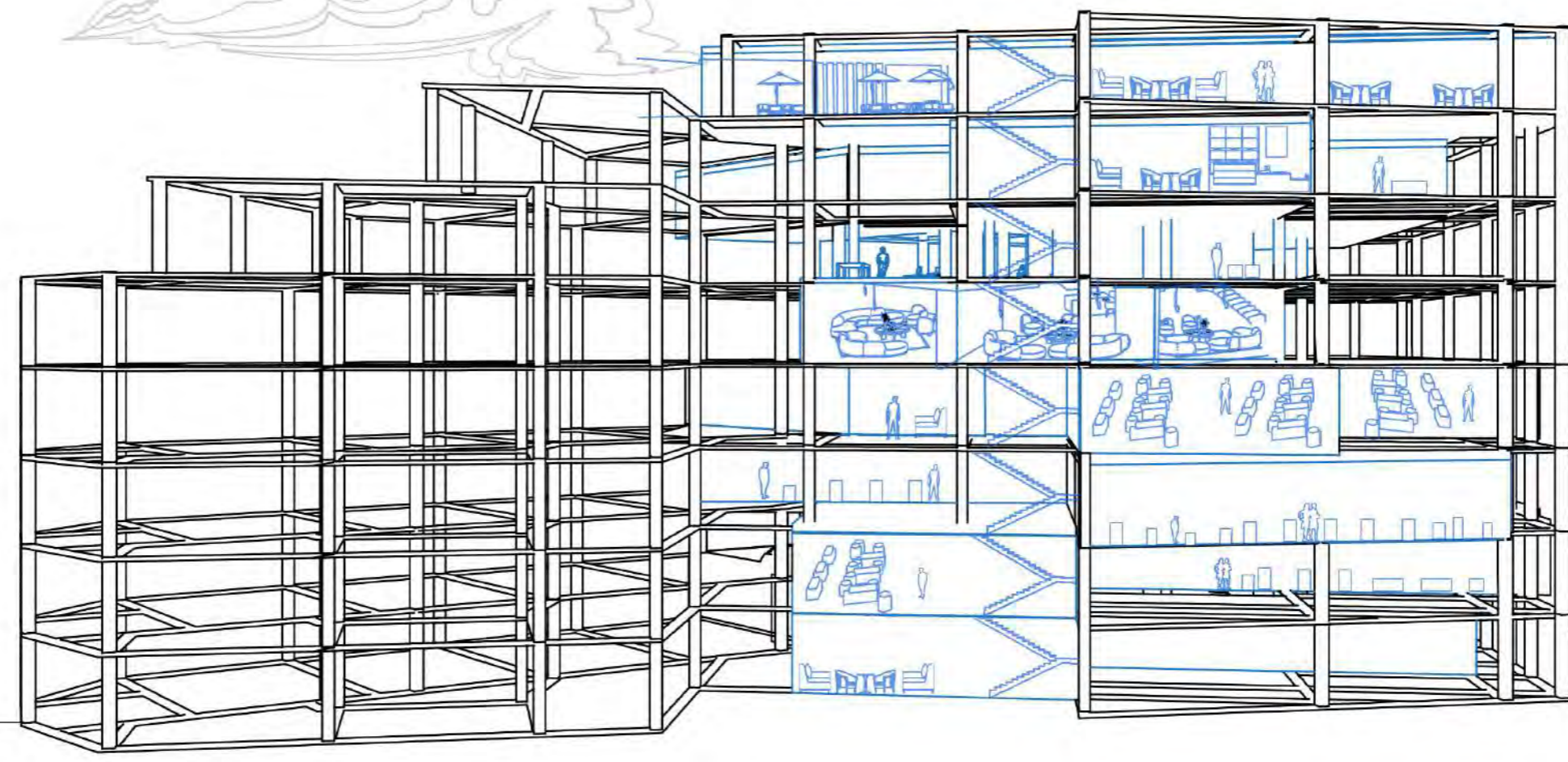
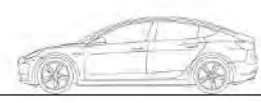
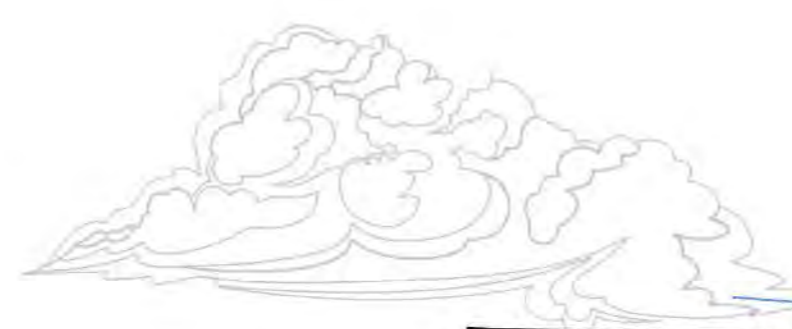
Bar



Bar- outdoor



Section 1



Section 2