

Define Your Own Jewelry Niche

Your niche sits at the intersection of what you love to make, what people want to buy, and what feels authentically you.

What kind of jewellery do you love to make?

If you had a full day to make anything (no pressure), what would you create or make?

Who do you imagine wearing your pieces?

Mum's, teenagers, men, children?

What inspires your designs?

Places, memories, nature, personalisation, materials, names, era?

What Materials do you love working with?

Silver, gold, wood, acrylic, enamel, fabric, steel?

What are your strengths as a maker?

Creative, Conceptual, Engraver Extraordinaire, Silversmith Wizard, Ring Master!

What kind of occasions or life moments does your jewellery fit best?

Weddings, birthdays, everyday, evenings, anniversaries, cremation

How does your packaging reflect your brand or niche?

Are you offering beautiful luxury gift boxes, story cards, or eco-friendly touches, natural bags, polishing cloths?

Now lets bring it all together

Use this space to summarise your answers and describe your niche in one or two clear sentences
