THE ATELIER SESSIONS

Selling Jewellery With AI

Photos, Video and Copy That Sell — an AI Stack a Jeweller Can Actually Use

A Companion Whitepaper to the JDMIS Growth Lab

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"Online, the photo is the product. The video is the store visit. The words are the salesperson."

How to Use This Whitepaper

This document is the field guide companion to the Atelier Sessions evening on AI for eCommerce. It is written for one person, reading at their own bench, who may be any of the following:

- A new graduate who can make beautiful things and has just realised the shop window is now a 1080×1080 pixel square
- A hobbyist selling a few pieces a month whose photos don't do the work justice
- A home-based maker running a real side income who wants listings that convert without hiring anyone
- A scaling designer with stockists and an online store that deserves better assets than evenings allow
- An established jeweller who suspects a decade-old catalogue is leaving money on the table

The session and this paper follow one spine, and it is deliberately the same shape as every craft in it:

◆ ① PHOTOS

> *— the product: the image set, the honest source photo, the AI touch-up*
>
> *② VIDEO — the store visit: five clips, phone studio to cinematic film — and rescuing the footage you already shot*
>
> *③ COPY — the salesperson: the formula, the voice, the campaign*
>
> *④ THE BENCH & THE RULES — the tool comparisons, which model for which job, the plans, and the lines you never cross*

Each part runs the same five beats as the talk: why → what to make → the DIY route → the guardrail → the one-click route. The DIY route teaches the craft — with the tools honestly compared and priced; the one-click route (BijouVision, JDMIS's own jewellery-tuned AI studio) executes it. Learning both is the point: the one-click button is the DIY prompt you just learned, pre-written and tuned for jewellery — you should know what it says.

If you are starting from zero, read in order and build your first five listings as you go. If you are already selling, start with the arrival test in Chapter 7 and the audit in Chapter 8, then re-cut your top ten listings — photos first, because they carry the conversion. The four-week sprint in Chapter 28 serves both tracks.

Three companions wait at the end: the prompt pack (every prompt from this paper, copy-paste ready), the image-set checklist, and the platform limits table.

◆ ⚠ A NOTE ON ACCURACY: TOOL CAPABILITIES AND

> ⚠ *A note on accuracy: Tool capabilities and market figures were gathered in September 2026 from public sources and are graded where useful — industry research (De Beers, Momentum Works, Statista, Gartner), platform documentation (Etsy, Shopify, Google), peer-reviewed work (Lindgaard 2006), or vendor surveys (GrabOn, Web Tonic, HubSpot, Frac.tl), which we quote with their sponsors named. Tool prices change quickly; treat every number as "as checked, September 2026." BijouVision feature descriptions — including the Video Edit tool — are verified against the platform's own documentation and code as of 8 September 2026. Frameworks are teaching tools, not laws.*

The Core Thesis: Make It Wow, Keep It True

You already made the piece. Tonight's problem is narrower and harder: making it sell online — wow enough to stop the scroll, true enough to survive the unboxing. Online, your photo is the product, your video is the store visit, and your words are the salesperson. The buyer meets all three before she meets you — and increasingly, before she meets anything human at all. Every tool in this paper serves both halves of that sentence: the wow, and the truth.

Three shifts make this an evening's work rather than a someday project:

1. Photos decide, fast. High-quality product photographs convert up to 94% better than poor ones (GrabOn statistics roundup, 2026), and a visitor judges visual appeal in about 50 milliseconds (Lindgaard et al., 2006 — peer-reviewed). In a category whose product is visual appeal, the listing photo is not documentation — it is the display case, before the scroll.
2. Buying moved into the feed. On TikTok Shop across Southeast Asia, the video tab now drives more gross merchandise value than live streams (Momentum Works, H1-2025) — short video, not livestreaming, is where the region's discovery happens. Asia accounts for roughly 68% of TikTok Shop's GMV (Statista, 2025). Meanwhile product pages with video convert at 4.8% versus 2.9% without (Web Tonic, 2026) — and jewellery gains most of all, because motion is the only honest proof of sparkle.
3. Machines read before humans do. Google's AI Overviews surface in up to a quarter of searches (2026), quoting from the pages they summarise, and Gartner projects AI agents will drive $1.7 trillion in purchases by 2030 without the buyer ever visiting your site. Your title and description are now machine-read first. What is not written cannot be quoted.

And the constraint that shapes everything: only 7% of consumers trust visibly AI-generated marketing more, while 31% trust it less (eMarketer, 2025). Which sets the rule of the whole session — AI-assisted, human-signed. The machines do the typing; you supply the truth, the taste and the signature. This paper teaches both halves.

One more continuity note: last week's session defined your brand as a promise kept at every touchpoint. The listing is now the touchpoint most buyers meet first — which makes tonight's crafts not a tech topic but a brand topic. Everything here inherits the Branding session's rules, and its tools: the one-page voice document from that session becomes the steering wheel for every copy prompt in Part Three, and the Brandforge (jdmis.edu.sg/brandforge) drafts one with you in ten minutes if you haven't yet.

◆ **THE RULE OF THIS WHOLE PAPER**

> *Enhance, never invent — and sign everything you ship.*

PART ONE — THE PHOTOGRAPH IS THE PRODUCT

Chapter 1 · The Image Set Every Listing Needs

Scroll any marketplace as a buyer and count the photos on the listings you trust. The pattern is consistent: confident sellers show more. Etsy gives you twenty photo slots and two video slots per listing; most jewellers use three and none. The buyers notice.

The image set that earns a purchase answers five questions in order:

1. Hero on white — what is it? The thumbnail that competes in search results: clean, bright, the piece at 60–70% of frame, seamless white background. This is the photo your $5–15 professional image is for (2026 market rate) — and, as we will see, the one AI generates most reliably.
2. Worn / scale — how big is it, really? On a hand, wrist, ear or neck. Scale is the number-one anxiety of the online jewellery buyer; a worn shot retires it. (It is also the photo with the highest "that could be me" effect — desire and information in one frame.)
3. Macro detail — how well is it made? The setting, the claws, the hallmark, the stone's edge. This is where craft credibility lives, and where the buyer zooms.
4. Lifestyle scene — what life does it belong to? Marble, silk, linen, botanicals — the mood your buyer lives in, or aspires to. One scene, consistent across the catalogue (Chapter 8).
5. In context / the unboxing preview — what arrives? The flatlay with box, pouch and certificate. It previews the ritual — which the Branding session established as a brand asset — and quietly promises the gift-ready experience.

The starting-from-zero shortcut: one honest phone photo of the piece generates most of this set with tonight's tools — the studio, scene and model passes; the worn/scale shot is strongest with your real hand or your saved brand model. The established-seller audit: open your bestseller. Fewer than five images? Your shop window is under-dressed, and Chapter 26's economics will make fixing it the cheapest marketing hour of your year.

Chapter 2 · The Honest Source Photo

Every AI workflow in this paper begins with a real photograph, because AI starts from reality — it cannot replace it, only extend it. The better the source, the fewer the lies the tool must be tempted into.

The bench costs under $100, and no part of it is optional jewellery-specific craft:

- Window light, never flash. On-camera flash flattens metal into white blobs and kills sparkle entirely. A large window gives the soft, directional light that gives gold its roll of highlights.
- A dark backdrop for sparkle. Brilliance and fire are light-against-dark phenomena. A piece of black velvet or even a black shirt makes a phone stone suddenly burn. (This is why jewellers photograph on black — and why "bright white everything" is a web

convention, not a photography one.)

- A phone tripod (about $20). At macro distances, hand tremor is the difference between crisp and mushy. Trigger with the volume button or a timer so touching the phone doesn't shake it.
- A lightbox (about $40) for the hero. Even, shadowless illumination for the white-background shot — the one image where shadows are the enemy.
- Clean the lens. The most common defect in jewellers' phone photos is a fingerprint smear on the lens masquerading as "soft focus." Thirty seconds, before everything else.

The rule: you cannot AI-recover a bad original — you can only decorate a lie. Blown highlights contain no information; a colour-cast original teaches the model the wrong metal. Start true, and every later step becomes editing rather than fabrication.

Chapter 3 · Jewellery Is the Hardest Product to Photograph

It is worth knowing precisely why your category is special, because it explains why generic AI photo tools fight you — and what a jewellery-tuned one must promise instead.

Metal mirrors the room. Polished gold and silver are, optically, curved mirrors. They photograph whatever surrounds them: your ceiling, your window, your striped shirt, your phone. This is why catalogue jewellery is shot in light tents — to surround the metal with nothing but even light — and why a phone shot on the kitchen table looks "cheap": the metal is faithfully showing the kitchen.

Colour accuracy is a financial line. Roughly 11% of consumers say they have returned — or would return — an item because its colour didn't match the product images (Pixelz, retouching-industry data). For jewellery this multiplies: a slightly blue-cast "yellow gold," an over-whitened silver, a saturated "emerald" that arrives forest-green. Every colour misrepresentation is a scheduled return, and a return is not just a refund — it is a broken promise at the exact moment of maximum expectation (the unboxing). The Branding session's rule — say only what you can prove — extends here with force: show only what the piece is.

Sparkle is motion. Brilliance (white light return), fire (colour dispersion) and scintillation (the flash as the stone, light or viewer moves) are behaviours, not properties. A still photo can only argue that a stone sparkles; a five-second video proves it. No product category gains more from video than yours — which is Part Two's whole premise.

Why this matters for tools. A general-purpose photo AI asked to "make this nicer" will happily recolour your gold "brighter," remove a "blemish" that is a bezel seam, add sparkle to a stone that has none, or slim the band because slimmer photographs better. Each "improvement" is a misrepresentation. A jewellery-tuned tool starts from the opposite instruction — the piece never changes — and every prompt in this paper, and every preset in BijouVision, encodes it.

Chapter 4 · The DIY Photo Tools, Honestly Compared

Strip the marketing and 2026's AI photo tools do five jobs for a seller: clean the background (bench clutter → seamless white), fix light and exposure, place on a model, build the scene (marble and silk without a studio), and upscale to crisp 2K/4K. What differs is price, consistency, and how gently they treat a piece of jewellery.

The field, as checked September 2026:

Tool	Price	Best at	Watch out
Gemini (Nano Banana)	Free tier; Google AI Pro ~$20/mo	The strongest free editor — background swaps, exposure, staging; follows preserve-instructions well	Daily free limits; no saved brand look between chats
Photoroom	Free with watermark; ~$13/mo	Fast background removal, staging, batch resize for marketplaces	Tends to "beautify" metals — check stone colour after every pass
Flair.ai	Free credits; from ~$10/mo	Drag-and-drop product scenes — the marble-and-silk look without a set	Scenes can swamp a small piece; keep it ≥60% of frame
Claid.ai	Pay-per-image, ~$0.10–0.30	Catalogue scale — 200 listings, one upload, auto-lit and colour-consistent	Batch automation means batch mistakes; spot-check one in ten
Canva	Free; Pro ~$15/mo	Everything after the photo: per-platform resize, brand kit, scheduler	Not a metal-grade photo editor — use it downstream
Photoshop (Generative Fill)	~$23/mo	Precision: masks, spot metal-colour correction, full retouch control	Price + learning curve; overkill for a five-shot listing set

The mature position. Professional product photography runs $5–15 per image — worth it for the two or three heroes that define a brand, unaffordable for a forty-piece catalogue that needs five images each. The honest stack: hire the hero if you can, generate the rest, and hold both to the same arrival test (Chapter 7). And when the catalogue is big, the batch tools (Claid; Radiance-tier BijouVision) repay an afternoon.

Chapter 5 · The Jewellery-Safe Edit Prompt

Whether you type it into a free chat or a paid studio, one prompt pattern protects the piece. It has three parts, always in this order:

1 · PRESERVE — name what may never change, first and explicitly. The design, the metal colour, the stone count, the stone sizes, the proportions. Models are eager assistants; what you do not forbid, they may "improve." Say it first, while the instruction has the most weight.

2 · CHANGE — one job per pass. The background, or the exposure, or the model placement — not all three at once. Small asks steer precisely; compound asks give the model licence to re-imagine. Two clean passes beat one muddled one.

3 · STYLE — state the register. "Soft even studio lighting, seamless white, professional jewellery catalogue" tells the model which world of imagery to draw from. "Nice" and "beautiful" do not.

The working template (also in the prompt pack):

```
Perform a professional jewellery touch-up on this photo.
The jewellery piece MUST remain exactly the same design,
colour and proportions — same metal colour, same stones,
same positions. Change only: place it on a clean seamless
white studio background with soft, even professional
lighting; correct the exposure. Keep the composition
elegant and the piece sharp.
```

That is the whole discipline. It is also — deliberately — the same anatomy BijouVision's Touch Up runs under the hood: its tool scaffold reads "The jewellery piece MUST remain exactly the same design and colour as the original photo… you cannot change the actual shape or materials used in the jewellery." The one-click button is this prompt, pre-written by someone who has burned a thousand credits learning where models drift.

Chapter 6 · The DIY Route — Free, and Its Limits

The free walkthrough, in five steps: ① take the honest source photo; ② upload it to Gemini (or your tool of choice); ③ apply the Chapter 5 prompt; ④ compare side-by-side and zoom to the stones; ⑤ iterate — two or three attempts is normal steering, not failure. Total cost: $0 on free tiers generous enough for a catalogue, as checked September 2026.

Where the free route bleeds time — and where the discipline must substitute for memory:

- No brand memory. The tool forgets your background, your light, your crop between sessions. Your consistency lives in a saved prompt template and your own rigour.
- No saved model. Every "worn on hand" is a different hand. Chapter 9 is about why that matters and what it costs to fix DIY.
- The grid is your job. Across forty listings, keeping one look without saved settings is a real, ongoing tax on the maker's evenings.
- Where jewellers get burned: asking for "more beautiful" (an invitation to redesign your piece); stacking three changes in one prompt (you get three new rings); trusting the first output (always zoom to the stone count before you ship).

None of these are fatal. All of them are the argument for a bench that remembers — which arrives in Chapter 9 and Chapter 26.

Chapter 7 · Enhance, Never Invent — the Arrival Test

The line between enhancement and invention is the most profitable line in this paper.

✓ Enhancement	✕ Invention
Truer exposure; cleaner background; sharper file	Sparkle added beyond the stone's honest behaviour
Sparkle shown as the stone actually behaves	Gold whitened, silver warmed, stone colour "improved"
Metal colour corrected toward the real piece	Stones added, enlarged, or "cleaned" of their real inclusions
The piece instantly recognisable against the original	Proportions slimmed because slimmer photographs better

Why the line is financial, not moral: an expectation gap becomes a return; a return is anti-brand — a broken promise at the unboxing, the moment of maximum emotional investment, told to friends with photographs. And the direction of enforcement is clear even where the casework is young: the EU's AI-transparency rules took effect in August 2026, and major marketplaces have begun acting on AI-misrepresented product imagery. The honest seller's position is simple and defensible: what you ship is what you showed.

◆ THE ARRIVAL TEST, APPLIED TO EVERY ASSET BEFORE

> *If the answer needs a caveat, the image is not done — or should not be used.*

Chapter 8 · Consistency Is the Brand — the Grid Is the Shop Window

Carried directly from the Branding session: your grid is judged as one surface in 50 milliseconds, and same light, same props, same mood compounds into recognition while mixed filters read as noise — or worse, as drop-shipping. The buyer cannot always articulate why one maker's page feels like a maison and another's feels like a market stall; the grid is usually why.

AI changes the economics of consistency. The old cost of a matched grid was a studio day; the new cost is one decision, written down:

- One background — white? black velvet? travertine? Choose and hold.
- One light — window-soft or studio-even. Choose and hold.
- One crop — square, piece at 60–70%. Choose and hold.

Write the three lines on your brand sheet (Chapter 20), embed them in your prompt template, and the tenth listing matches the first because the instruction never changed. Then run the ten-second audit from last week: squint at your own profile grid — if a stranger cannot tell it is one maker's shop, the grid is costing you recognition, and recognition is the cheapest advertising there is.

Chapter 9 · One Model, Every Listing

The subtlest consistency problem is human: the hands and necks wearing your work. A catalogue photographed on a dozen anonymous models (or worse, a dozen AI models) reads as incoherent; the same ear, the same hands, the same skin across every listing reads as a house — the asset the grandes maisons pay agencies to maintain.

The DIY reality. It can be done free: one good reference photo of your chosen model (a friend, an employee, yourself), and "the same hand as the reference image" appended to every placement prompt. It is workable and brittle. The model drifts between generations; lighting mismatches; scale slips; and every new session re-negotiates her identity from scratch. Expect a usable hit rate, not a reliable one.

The BijouVision way. Save a brand model once — one photograph of your chosen model's hand, ear or neck in your profile. The Touch Up presets "Place on model" and "Worn on hand" then composite every piece onto her with the model's photo attached as a second reference at correct scale and matched lighting, while the design-lock scaffold keeps the jewellery identical. She remembers so you don't have to: your fortieth listing wears the same hand as your first.

Two ethical notes that apply whichever route you take. First, a consistent composited model is still a representation — the arrival test governs the piece, and disclosure governs the model (Chapter 27, Rule ③). Second, if your model is synthetic, say so plainly when the imagery features prominently; the trust arithmetic of Chapter 24 applies with interest to invented people. The cleanest positions: a real person you have rights to, or clearly-labelled AI staging — the murky middle is where brands get hurt.



AI Touch Up: the same design-locked piece, restaged in seconds — studio white, dramatic black, on your saved brand model.

PART TWO — QUICK VIDEO, REAL SALES

Chapter 10 · Why Video, Why Now

The numbers first, because they have crossed from interesting to decisive:

- 73% of marketers say short-form video will dominate their 2026 content strategy (Shopify statistics roundup, 2026).
- Product pages with video convert at 4.8% versus 2.9% without — a 65% relative lift (Web Tonic, 2026).
- 64% of consumers say they are more likely to buy a product after watching a video about it (SellersCommerce, 2026).
- Shoppable video formats lift conversions by wide margins in 2026 vendor studies (25–80% claims are common; treat the range, not any single figure, as the finding).
- And the structural one for this region: on TikTok Shop across Southeast Asia, the video tab now out-sells live streaming (Momentum Works, H1-2025). The discovery engine of the region's fastest-growing commerce channel is short video.

Then the jewellery-specific truth that outranks them all: a photograph argues that a stone sparkles; a five-second film proves it. Brilliance, fire and scintillation are behaviours of moving light. No other product category has a physical property that still media literally cannot demonstrate. Yours does. Video is not a format choice for a jeweller; it is the closest thing to handing her the loupe.

Chapter 11 · Five Clips Every Piece Deserves

1. The turntable spin (5s). The full silhouette, slowly rotating. Listing-essential number one: it shows profile, proportions and the side a still cannot. (Chapter 13's $15 rig.)
2. Worn in motion (5–8s). Hand, wrist or neck in natural movement by a window. Scale plus life; the "that could be me" clip. Listing-essential number two.
3. The macro sparkle (5s). Light raking across the facets at close range. The proof shot — this is the clip the algorithm and the buyer both replay.
4. The making-of (10–30s). Bench, hands, torch, filings, the third attempt. Trust content that no competitor can generate and no AI should. Your real hands are the point.
5. The collection story (10s). A moody establishing film for a launch or a pinned post — the register of the cinematic presets in Chapter 15.

The cadence rule that governs all five: one clip a week, every week, beats five in a panic and then silence. The platforms reward rhythm; so do the humans. And make every clip work silent first — most feeds autoplay muted; if it only works with sound, it half-works.

Chapter 12 · Specs That Matter

- 9:16 vertical for Reels, TikTok and Shorts — the reach format, where discovery happens.
- 4:5 or 1:1 for feed posts and most marketplace listing slots.

- 16:9 for your website hero and YouTube.
- The safe zone: platform interface elements — captions, buttons, usernames — eat the bottom and top edges of vertical video. Keep the piece in the middle third.
- 5–10 seconds. Long enough to prove, short enough to loop.
- Hook in the first second: the piece visible immediately, before any title card.
- 1080p export. Shoot 4K if your phone allows (it buys crop freedom), deliver 1080p.
- One shoot, every shape: frame generously and centred, then reframe per platform — never by cropping the piece (Chapter 23's Reframe exists for exactly this).

Chapter 13 · The Phone Studio

The honest videos — spin, worn, making-of — need no AI at all. The bench:

- A lazy-susan turntable (about $15) on a dark cloth gives the spin video. Start and stop the turntable before and after recording so the motion ramps naturally.
- Window light at a low angle makes the facets flash as the piece turns. Move the table, not the window, until the sparkle catches.
- Phone on tripod, 4K/30. For follow shots, move your body in a slow arc rather than panning the wrist — wrist pans wobble at macro distances.
- CapCut (free) for the cut: templates, captions, safe-zone guides, and per-platform exports. Do the text in CapCut, not on the piece.
- Worn shots: a model by a window, slow natural movement, no zooming (digital zoom is softness). Let the jewellery be the loudest thing in frame.

A note on hierarchy that will echo through Part Four: for bench and making-of content, the phone beats AI every time. Your real hands, your real torch, your real filings are the trust content no competitor can generate. Save the AI for what a phone physically cannot shoot — the macro dive, the runway, the impossible light. That division is not a limitation; it is the strategy.

Chapter 14 · Photo to Film — Image-to-Video

The AI route is the jeweller's workflow in miniature: one hero photo becomes a five-second film. No camera, no model, no set — the model animates the still.

The 2026 menu and honest prices. Two ways to buy. Consumer subscriptions: Google AI Pro (~$20/mo, Veo with native audio), Kling (~$7–10/mo), Runway (from ~$12/mo), PixVerse (~$10/mo) — tens of clips a month each, watermarks on free tiers. API rates: Kling ≈ $0.50–0.85 per 5-second clip; Veo 3.x Fast ≈ $0.75; budget tiers near $0.05; premium 4K runs $10+. In BijouVision the same engines cost credits — a 5s clip from 2 credits (p-video with audio), i.e. $0.24–0.50 depending on plan, on any plan including free Spark's pay-as-you-go. A launch clip costs less than a coffee; a launch campaign costs less than a lightbox.

The prompt anatomy — five parts, and the last one is not optional:

```
Produce a professional studio video of this jewellery piece.
Slow, arcing camera movement; light sweeps across the
gemstones so they sparkle. Soft warm reflections, shallow
depth of field. Sound: delicate crystalline chimes over a
quiet ambient pad. The jewellery must remain exactly true
to scale and design — no enlargement, no distortion,
no added stones.
```

The guardrail, explained. Video models love to grow the piece — the jewellery swells toward the lens, prongs stretch, a ring becomes a bangle. It looks cinematic and it is a lie: the buyer is being shown a bigger stone than she will receive. "True to scale and design" in the prompt is not decoration; it is the arrival test applied to motion. This exact sentence ships inside every BijouVision video preset — verbatim, because it matters.

Two practical notes: generate from your best touched-up photo, not the raw source (garbage in, cinema out is still garbage); and sound — the 2026 generation of models carries native audio, and a soft sound design layer (chimes, silk, a low drone) is the difference between a clip and a mood.

Chapter 15 · Ten Presets — Video, One Click

BijouVision's Video Clip tool now ships ten pre-directed films, each a complete shooting brief — camera language, lighting, sound — with the scale guardrail written in. First, the four added for exactly this session's e-commerce work:

Preset	The shot
🔄 Turntable — White Studio	The full silhouette rotating 360° on seamless white. The listing essential — silent, loopable
🔄 Turntable — Black Velvet	The same spin over black velvet, one raking key light so facets flash as it turns
🔍 Macro Sparkle Pass	Light slowly sweeping the stones at extreme close-up — documentary-honest, "no added sparkle beyond the stone's real behaviour"
🤲 Worn in Motion	A model's hand or neck moving gently by a window — scale plus life, stable camera

Then the cinematic six, for launches and pinned posts:

Preset	Register	The shot
🎬 Golden Hour Editorial	Warm launch film	Amber light, champagne silk, slow arcs around the piece
💎 Diamond Whisper	The sparkle proof	Macro, dark studio, crisp speculars, crystalline chimes
🌀 Nolan-Style Flythrough	The viral one	IMAX dive between facets like crystal monoliths, braams

Preset	Register	The shot
Runway Reveal	Campaign feel	Model on marble, spotlights, slow-motion turn
Vault Luxury	Heirloom register	Pedestal in a velvet-draped vault, sweeping light shafts
Garden Romance	Bridal softness	Dappled daylight, blooms, birdsong and strings

Practicalities: 5 or 10 seconds (a 10-second clip costs twice the credits), every aspect ratio from 16:9 to 9:16, and audio behaviour per model — some generate native sound, some offer a toggle, some are silent; the tool labels which. Try two presets per piece — one dark (sparkle), one warm (mood) — post the one your watch-time prefers, and keep the other for the listing.



Video Clip: one still becomes a five-second film — directed, scored, and scale-guarded.

Chapter 15b · Video Edit — Upgrade the Clip You Already Shot

The newest tool on the bench, built for the most common real situation: you shot the clip yourself — the turntable spin on your phone, the worn shot by a window — and the light was flat, the background was the bench, the sparkle didn't come out. Reshoot? No. Upload it.

Video Edit (video-to-video, running on `p-video-edit`) re-renders every frame of your own footage with professional production quality — relit, background cleaned and given depth, sharpness recovered, sparkle boosted as the stone genuinely behaves — while the jewellery design, its position in frame, the camera motion and the background layout stay exactly as

you recorded them. Your original audio is kept.

Four one-tap presets:

- ○ Studio Clean-Up — balanced soft studio light; a smooth neutral backdrop with depth
- ✨ Sparkle Boost (true to stone) — natural brilliance and fire as light moves; polished metal highlights
- ❤ Luxury Dark Relight — black background, one raking key, rim light on the metal
- ⛅ Daylight Relight — soft window daylight, natural temperature, airy shadows

The preservation scaffold is the same one you learned in Chapter 5, applied per frame: "The jewellery piece MUST remain exactly the same design, colour, scale and position in every frame… Keep the original camera motion, framing and background layout; do not slow down, speed up or restage the shot."

Price: 3 credits per 5 seconds (6 for 10) — $0.36–0.75 depending on plan tier. A clip you already own is the cheapest video asset in your business; this makes it listing-grade for less than a coffee. Two honest limits: the output is only as honest as your framing (the model keeps what you shot — it will not fix a crooked camera), and very shaky handheld motion tests the preservation scaffold; the turntable-and-tripod discipline of Chapter 13 still applies.

Chapter 16 · Where the Clip Goes to Work

- The listing — Etsy allows two video slots per listing: the spin and the worn shot, in that order.
- Reels / TikTok / Shorts — 9:16, captioned for silent autoplay, on the weekly rhythm.
- Pinned — your best film anchors the profile grid; it is the storefront window of your social presence.
- Website hero — 16:9 loop on collection and product pages, muted, 5–10 seconds.
- Stories — the behind-the-scenes cut with a link sticker; this is where the bench footage lives.

And the loop that makes it compound: photo → clip → post → listing. Each new piece feeds every channel from one bench session — the assets multiply instead of the work. Measure one thing above all: watch-time, not likes. If viewers replay the sparkle moment, the platform will show it to strangers — and that is organic reach doing your marketing for free.

PART THREE — WORDS THAT CLOSE

Chapter 17 · The Copy Set — and the Limits That Shape It

A jewellery listing is not one piece of writing; it is five, each with a machine-enforced shape. Knowing the shapes before drafting saves an evening of truncation surprises:

Field	Etsy	Google Shopping	Instagram	TikTok
Title / caption	140 chars — strongest keyword in the first 40	150	2,200 (feed truncates ~125)	4,000
Body	~10,000 chars — structure beats length	—	bio 150	bio 80
Tags	13 × 20 chars	product attributes · GTIN	30 hashtags	hashtags share the caption
Media	20 photos · 2 videos	—	—	—

(Shopify's own title cap is 255 characters, but its sales channels enforce tighter limits — Google at 150, Amazon 200, eBay 80 — so write to the tightest channel you use. Limits as verified September 2026; platforms do change them.)

Two disciplines follow. Write the title last: draft the description first, then compress — a title is a label with a keyword, not a poem. "14k Gold Emerald Stacking Ring, 1.12ct Zambian Stone" outperforms "Whisper of the Forest" in every search algorithm ever shipped. And mind TikTok's quiet gift: its 4,000-character caption is nearly double Instagram's, and keyword-rich captions there are free search placement on a platform that still under-serves jewellers.

Chapter 18 · The Formula — Specifics Close

The listing structure that converts, five moves:

HOOK → SPECIFICS → WHO → PROVENANCE & CARE → CTA

- Hook: one line — a feeling or a fact, never an adjective pile.
- Specifics: metal, stone, carat weight, dimensions, sizes available. The information a buyer needs to commit, and the information a machine needs to quote you (Chapter 19).
- Who: the wearer and the moment — "for the hand that signs the cheques."
- Provenance & care: where the stone is from, how the piece was made, how to keep it.
- CTA: one easy next step — sizing question, save-the-piece link, DM.

The same ring both ways:

◆ ✓ RIVERBEND, IN VOICE: "ONE EMERALD, THREE

> ✕ *The same ring, in slop: "This exquisite emerald ring showcases timeless elegance and superior craftsmanship, elevating your style with luxurious sophistication — the perfect statement piece for any occasion."*

The second contains no fact, no maker, and no reason to choose it over ten thousand identical sentences — which is precisely why AI writes it by default and why your edit exists. Carried from the Branding session: say only what you can prove. Every specific is a promise; every unprovable adjective is a small debt.

Chapter 19 · SEO When the First Reader Is a Machine

Something changed under search in 2025–26: Google's AI Overviews now surface on up to ~25% of searches and climbing fastest on product queries, answering the buyer from quoted page content — and shopping agents (Gartner: $1.7 trillion in purchases by 2030) are arriving to read your catalogue without a human in the loop until the checkout. For jewellery the stakes are set one step earlier: 89% of diamond buyers research online before purchasing (De Beers, 2024–25) — the research happens on screens, even when the sale happens in person.

The practical consequences for a jeweller:

- The summary is quoted, not researched. What is not written on your page cannot be quoted — and the slot goes to the competitor whose page said it plainly.
- Structured facts win: material, carat, dimensions, size range, care, hallmark — written the same way every time. Humans skim this block; machines feast on it; both buy more.
- Natural buyer language beats internal jargon. Buyers type "14k gold emerald stacking ring size 7," not "bezel-set beryl band, collection II."
- Long-tail phrases are the small seller's turf. You will not outrank Tiffany for "gold ring." You can own "14k gold emerald stacking ring Singapore" outright.

The discipline: every listing earns a specs block — metal · stone · carat · dimensions · sizes · hallmark · care — placed after the description paragraph, formatted identically across the catalogue. This one habit serves the human skimmer, the search engine, and the agent that will one day place the order.

Chapter 20 · The Voice Doc Rides Shotgun

From the Branding session — the single highest-leverage AI asset a jeweller can build, and tonight it works for a living. One page:

1. Foundation line — what you make + for whom, one sentence.
2. Three to five personality traits, each a "we are ____ / we never ____" pair.
3. One good AND one bad example — the teaching pair. (Models interpolate between examples far better than they obey adjectives.)
4. The banned-words list — exquisite, timeless, elevate, and unspecified craftsmanship.
5. Tone per channel — product page versus Instagram versus DM.

The DIY routine: paste the doc into every chat session — or better, park it permanently in a Custom GPT, a Claude Project or a Gemini Gem, so it precedes every prompt without your remembering to add it.

The BijouVision way: save it once in your profile as Brand Voice — a preset voice ("Factual, elegant, serious" / "Whimsical, fun, quirky" / "Luxurious, sophisticated, exclusive" / "Modern, minimalist, clean" / "Romantic, dreamy, poetic") or your own custom paragraph, plus brand name, handle, signature hashtags, default CTA, and — the part that does the enforcing — your words to avoid. Every caption, description and campaign the studio generates honours it, every time, without a paste.

No voice doc yet? This chapter is the primer — build the page tonight. Or let the Brandforge (jdmis.edu.sg/brandforge — free, private, from last week's session) interview you and draft the whole brand package, voice and banned words included, in about ten minutes.

Chapter 21 · Two Prompts That Earn Their Keep

The meta-rule, unchanged from the Branding session: role + context + constraints + format. Then always the human pass.

A word on the tool first, since all the big assistants now write competently (prices as checked September 2026): ChatGPT (free; Plus $20/mo) for volume and structural variety; Claude (free; Pro $20/mo) for tone control and faithful voice-doc following; Gemini (free; AI Pro ~$20/mo) if you want one subscription covering photos and copy. All four default to the same slop register — the difference is what you feed them. The voice doc plus real specs turns any of them into a copywriter; none replaces the read-aloud pass. BijouVision's Writing Assistant (Chapter 22) reads the piece itself and holds your saved voice — same inputs, zero pasting.

① The caption prompt — daily content in voice:

```
Using the voice document below, write an 80–100 word
Instagram caption about this ring: [stone + origin],
[one real detail from my bench — a repair, a third attempt,
a client moment]. End with a soft question. Then give one
shorter variant for Stories. Banned words: exquisite,
timeless, elevate, craftsmanship (unless specific).

[PASTE VOICE DOC]
```

② The description prompt — a structured listing on demand:

```
Using the voice document below and ONLY the facts I list,
draft a product listing for this piece. Output as:
① three product name options
② one-line hook
③ description paragraph (90–120 words)
④ specs block (metal, stone, carat, dimensions, sizes, hallmark)
⑤ care line
⑥ twelve search phrases buyers would type.
Facts: [paste your real specs]. Do not invent dimensions,
origins or certifications. Banned: [list].
[PASTE VOICE DOC]
```

Why demand numbered structure: you can regenerate one weak section without re-rolling the whole listing, and the specs block lands ready for Chapter 19's machine readers. Why "only the facts I list": AI invents dimensions confidently — carat weights to two decimals, millimetre widths, mine names. The non-negotiable check before shipping: verify every number against the piece. The specs block is your voice of record; a mistake there is not a style choice, it is misrepresentation — Rule ② of Chapter 27.

Chapter 22 · The Writing Assistant — Copy, One Click

Where the DIY route reads your pasted voice doc, BijouVision's Writing Assistant reads the piece: one image in, a listing's worth of copy out — names, descriptions, specs, collection context — in your saved Brand Voice, with your banned words enforced.

What it returns, verified against the platform (September 2026):

- Three product names — you pick the winner; naming is a choice, not a generation.
- Full marketing description + a short version — the listing paragraph and the marketplace-blurb length.
- Simplified specs — the machine-readable block from Chapter 19.
- A collection name — where the piece belongs in your house.
- Three background-setting suggestions — feeding the next Touch Up pass.

It observes the "interview first, generate second" rule in its own way: it works from the piece and your saved voice, never from nothing. The copy saves back to the image's product data, so the piece carries its own text into the campaign — which is the next chapter. And the human pass still applies: read it aloud, cut every clause that could belong to any other jeweller, verify every fact against the piece.

Chapter 23 · One Photo, the Whole Campaign

The deepest of the one-click tools: Social Post takes one photo and returns a per-platform campaign — for Instagram, TikTok, Facebook, Threads, X and Pinterest — each with a hook, caption, hashtags, CTA and a posting tip, each respecting that platform's length limits, plus a detected-product description, suggested platforms, and a vertical-video motion prompt you can paste straight into Video Clip. The photo becomes the post, the film script and the schedule's content in one pass.

Its partner is Reframe: outpaint the image's background to any aspect ratio — 1:1, 4:5, 9:16, 16:9 — without ever cropping the piece. The same hero serves the marketplace square, the feed portrait and the reel vertical, and Chapter 12's "one shoot, every shape" becomes one click, every shape.

The evening math, then, for one fully launched piece: a touch-up pass (from 1 credit) → a six-platform campaign (analysis-tier, cents) → a 5-second film (from 2 credits) — or a Video Edit of the clip you already shot (3 credits) → reframes for each shape. A launch pack for the price of a bus ride — and, more to the point, for one bench session of the maker's evening.



Social Post: one photo becomes per-platform copy for six channels, each within its limits.

Chapter 24 · The Sameness Guard

The numbers that discipline all of Part Three:

- 53% of marketers say AI has made their content impossible to differentiate from competitors' (HubSpot State of Marketing, 2026).
- Only 7% of consumers trust visibly AI-generated marketing more; 31% trust it less (eMarketer, 2025).
- The share of buyers who would trust a favourite brand less at heavy AI use roughly doubled in a year: 20% → 40% (Frac.tl, 2026 — vendor study).
- And the McKinsey counterweight from the Branding session: only ~22% of smaller organisations have moved from experimenting with AI to scaling it (2026). Most of your competitors are dabbling inconsistently — doing the basics with a signature already stands out.

The failure mode is mechanical: raw AI output shares one cadence, one "elevate," one em-dash pileup with every competitor using the same tools the same way. Invisible in a feed, forgettable in a DM. The defence is equally mechanical: a heavy human edit plus details no model could invent — the mine the stone came from, the third attempt that finally seated the bezel, the client's words at the fitting. Specificity is the anti-slop.

The structural tailwind: as AI content saturates, verifiably handmade goods are commanding a premium (Forbes, July 2026). The bench film, the maker's mark, the stone with a name and a history — proof a model cannot generate. That is not nostalgia; that is pricing power. What no competitor can copy is you, in the frame.

PART FOUR — ONE BENCH, CLEAR RULES

Chapter 25 · The One-Evening Workflow

The stack, assembled. One piece, one evening, fully launched:

1. Source photo — the honest phone shot (Chapter 2).
2. Touch Up — white studio for the marketplace, brand model for the feed, sparkle for the close (Chapters 5–9).
3. Video Clip — two presets, one dark and one warm (Chapters 14–15).
4. Writing Assistant — names, description, specs, collection (Chapters 21–22).
5. Social Post + Reframe — the six-platform campaign and every shape (Chapter 23).
6. Schedule — into the weekly rhythm, and log off (Chapters 11, 16).

What this replaced is worth naming: a photographer, an editor, a copywriter, a scheduling tool — and the coordination between them. What it costs is one bench session: photos and copy land inside the opening 25 free credits; a generated film adds 2 credits, an edit of your own clip 3 — pay-as-you-go on any plan. What it requires, unchanged, is the human pass between every step: the arrival test on images, the scale guardrail on film, the read-aloud edit on copy.

And the habit that compounds: one piece a week, fully launched, beats a warehouse of half-finished assets. By the December rush, a catalogue launched this way looks staffed — because it is, by you and the machines.

Chapter 26 · The BijouVision Operator's Manual

The bench behind tonight's one-click slides, tool by tool, verified against the platform as of 8 September 2026. Forty-six model entries — Google's Nano Banana 2 and Pro, ByteDance SeeDream, Flux 2, GPT Image, Grok, p-video, Veo 3, Kling V3, SeeDance and more — routed behind prompts tuned for jewellery, so you choose the job, not the model.

#	Tool	What it does	Where it fits
4	AI Touch Up	Seven design-locked retouch presets; brand-model compositing	Tonight's Part One — the listing set
5	Video Clip	5–10s film from a photo — 10 presets (4 e-commerce, 6 cinematic), audio native or toggleable by model, every ratio	Tonight's Part Two — the proof of sparkle

#	Tool	What it does	Where it fits
10	Video Edit	Video-to-video: re-render your own clip relit, restaged, sparkle-boosted — piece, position and camera motion preserved, original audio kept. 3cr/5s	Part Two — rescue the footage you already have
—	Writing Assistant	3 names, full + short description, simplified specs, collection name — in your saved Brand Voice	Tonight's Part Three
8	Social Post (+ Reframe)	Per-platform campaigns for six channels; outpainting to any aspect ratio without cropping the piece	Part Three — the launch pack
6	Analysis	Detailed description · gemological description · manufacturing evaluation (missing prongs, floating metal — before wax)	QA; its structured read feeds honest copy
2–3	Variation (Sketch / Piece)	Up to 36 concept variations in one grid; gemstones locked	Collection families from a bestseller
9	Jewellery to Sketch	Photo → four-view CAD-style / hand-drawn / artistic manufacturer's sheet	Production handoff to a workshop
1	Sketch to Design	Hand sketch → photoreal render	Design, pre-production — another evening
7	3D Model	Photo → textured GLB, STL export	Experimental (the platform says so itself)

Around the tools: a personal gallery with projects, before/after comparison sliders, one-tap Send to Touch Up, a public community spotlight, share links for client approvals, and an installable phone app (PWA) that receives images straight from your phone's share sheet.

Which model for which job

Credit price tracks fidelity — spend the big credits where buyers look longest:

Job	Model	Credits	Notes
Catalogue photo pass	Nano Banana 2	1 (1K) · 2 (2K) · 3 (4K)	The daily driver; follows preserve instructions well
The hero shot	Nano Banana Pro	3–5	Ultimate fidelity when it must be perfect
Mood scenes	SeeDream 5 / Flux 2	1–4	Dreamlike / open-source workhorse
Value video	p-video	2 / 5s	Native audio; the default
Upgrade your own clip	p-video edit	3 / 5s	Video Edit; audio kept
Launch cinema	SeeDance 2 Fast · Veo 3 · Kling V3	7 · 15 · 22–42 / 5s	When the launch deserves it

Plans — every tool, every plan, pay with credits

There is no tool gating: every tool is available on every plan; what changes is the monthly credit allowance, the top-up price, and the power features. (Verified in the platform's code and pricing, September 2026.)

Plan	Price (USD/mo)	Credits	Access	Top-ups
✨ Spark	Free	25 to start	All 10 tools, free trial access	Pay-as-you-go, $0.25/credit ($12.50/50)
💡 Lumiere	$18	100 / mo	All 10 tools, permanently	$0.15/credit ($7.50/50)
👑 Radiance	$38	300 / mo	All tools + 4K, batch, priority queue	$0.12/credit ($6/50)
♾ Infinite	$30	BYO key	All tools, unlimited via your own Replicate key, full REST API	—

The worked example from the session: a top-ten photo refresh runs about 10 one-credit passes — $0 within Spark's opening 25, about $1.30 on Lumiere, $1.20 on Radiance. Compare: one professional product image ($5–15), or one stock-photo licence (~$10). Three clips for bestsellers add 6–9 credits. A full launch pack per piece costs under $2 on any plan.

The established jeweller's batch pass. A forty-piece catalogue is not forty evenings. Run the audit (Chapter 7's arrival test, the grid squint, the copy-set completeness check), pick the top ten, and re-cut them in one sitting — then, if the pattern holds, let Radiance's batch queue (or a catalogue-wide tool like Claid for background normalisation) carry the long tail in one pass. The discipline is the same at any size: one locked look, one saved voice, every asset arrival-tested.



The bench: from the photo you took to the campaign you launch — every step on one platform.

Chapter 27 · The Five Rules

Carried from the Branding session, extended by one — the ecommerce-specific rule that sits second because a seller can break a brand fastest with an image:

① AI for invisible work; human for the visible story. Backgrounds, drafts, resizing, staging — the machine's side. The maker, the hands, the provenance, any claim with your face on it — yours. When in doubt, ask: is this asset allowed to sound like anyone else?

② Never misrepresent the piece. Colour, stone count, scale — as they are, in every asset. An expectation gap becomes a return; a return is a broken promise at the unboxing, told to friends with photographs. The arrival test (Chapter 7) applies to photos, film and copy alike. Marketplaces began policing AI-misrepresented images in 2025–26; honesty is becoming a compliance requirement as well as a brand asset.

③ Disclose plainly. Where synthetic people or AI imagery feature in marketing, label it simply. The EU AI Act's transparency obligations apply from 2 August 2026 for EU-facing activity; Singapore's PDPC and IMDA frameworks are voluntary but increasingly treated as the expected standard. Plain disclosure ages better than discovered concealment — and "staged with AI, designed and made by hand" is a sentence that survives daylight.

④ Know the IP gap. Purely AI-generated images are not copyrightable (US Copyright Office, Part 2 report, January 2025) — and Singapore's Copyright Act likewise requires human authorship. Your photographs, your edits and your human contributions in hybrid works are protected; the machine's share is not. Practical consequence: your source photos of your real pieces are assets; treat purely generated imagery as disposable scaffolding. Trademark protects the brand itself — the name and mark used in commerce — but clearance remains manual, and fonts carry their own licences.

⑤ Guard client data. No client names, addresses or photographs into consumer AI tools — basic PDPA hygiene. Keep a one-line note of where AI was used in your marketing; it doubles as your disclosure register for Rule ③.

The spirit of all five, in one line: AI does the typing, never the feeling — and online, the feeling arrives first.

Chapter 28 · The Four-Week Sprint

Week 1 — Photos. Re-cut your top ten listings (starting track: build your first five). White studio + one brand-model shot each; run the arrival test on every output. This is the highest-ROI week — photos carry the conversion.

Week 2 — Video. Three bestsellers get the spin + one cinematic preset each. Post the best; measure watch-time, not likes.

Week 3 — Copy. Rewrite ten listings to the formula; add the specs block everywhere; save your Brand Voice and banned words so every generation inherits them.

Week 4 — System. Build the content calendar: one piece a week, fully launched, forever. The bench session becomes a ritual rather than a project.

Starting track, in parallel: one listing per night, five nights — photo set → worn shot → spin video → description → campaign. You launch with a shop that looks staffed.

Established track: audit first — arrival test across the catalogue, the grid squint test, the copy-set completeness check — then sprint in the same order. The audit tells you which ten listings are the top ten.

Chapter 29 · Where This Goes Next

The Atelier Sessions continue through autumn 2026: Design to Presentation (16 September) — from CAD to the client's hands; SG Sales Venues (23 September) — where Singapore actually buys, from markets to consignment; Collaborations and Partnerships (30 September, Tanja Sadow); and Outsourcing Production (7 October, Tanja Sadow). The full marketing method behind tonight's frameworks — positioning, communications, the promotion mix — is MK100 · Marketing for Jewellery Designers at JDMIS.

Your toolkit from tonight: BijouVision (bijouvision.jdmis.edu.sg — 25 free credits, no card) for the assets; the Brandforge (jdmis.edu.sg/brandforge) for the strategy it all expresses; and this paper's appendices — the prompt pack, the image-set checklist, the platform limits — for the evenings you do the work.

APPENDICES

Appendix A · The Prompt Pack

Every prompt from this paper, copy-paste ready. Fill the brackets; keep the preserve clauses.

A1 · The jewellery-safe photo edit (Part One):

```
Perform a professional jewellery touch-up on this photo.
The jewellery piece MUST remain exactly the same design,
colour and proportions — same metal colour, same stones,
same positions. Change only: [ONE JOB — see the swaps
below]. Keep the composition elegant and the piece sharp.
```

Swap the ONE JOB clause per pass — one job per generation:

- Studio hero: `place it on a clean seamless white studio background with soft, even professional lighting`
- Dramatic listing: `place it on a black background with moody directional rim lighting`
- Lifestyle scene: `place it on a honed marble surface with soft botanical shadows and gentle window light`
- Flatlay / in-context: `arrange a top-down flatlay with the jewellery beside a rigid gift box, a linen pouch and a small certificate card`
- Exposure rescue: `correct the exposure — recover highlights, lift shadows, even out the lighting`

(Upscaling to 2K/4K is not a prompt — it is a model or resolution choice at generation time; the same preserve/change/style thinking applies.)

A2 · Place on model, DIY-safe:

```
Place this exact jewellery piece on the hand/ear/neck shown
in the reference image. Composite at the correct scale,
perspective and lighting, matching the reference model.
The jewellery design, metal colour and gemstones remain
completely identical to the original photo.
```

A3 · The image-to-video clip:

```
Produce a professional studio video of this jewellery piece.
[Camera move: e.g. slow, arcing close-up movement].
[Subject motion: e.g. light sweeps across the gemstones so
they sparkle]. [Light: e.g. soft warm reflections, shallow
depth of field]. Sound: [e.g. delicate crystalline chimes
over a quiet ambient pad]. The jewellery must remain exactly
true to scale and design — no enlargement, no distortion,
no added stones.
```

A3b · The video-edit pass (upgrade a clip you shot) — the DIY version of BijouVision's Video Edit, in any video-to-video tool (Runway, p-video edit):

```
Re-render this jewellery video with professional production
quality. The jewellery piece MUST remain exactly the same
design, colour, scale and position in every frame — same
metal colour, same gemstones, same stone count, size and
placement. Keep the original camera motion, framing and
background layout; do not slow down, speed up or restage
the shot. Improve only: [ONE JOB — e.g. relight with soft
balanced studio light and a clean neutral backdrop with
depth / boost the stones' natural brilliance as light moves
across them, no more than they genuinely do]. Keep the
original audio. Photorealistic professional jewellery
commercial grade.
```

A4 · The caption, in voice (Part Three):

```
Using the voice document below, write an 80–100 word
[PLATFORM] caption about this piece: [stone + origin],
[one real detail from my bench]. End with a soft question.
Then give one shorter variant for Stories. Banned words:
[your list].
[PASTE VOICE DOC]
```

A5 · The structured product description:

```
Using the voice document below and ONLY the facts I list,
draft a product listing for this piece. Output as:
① three product name options ② one-line hook ③ description
paragraph (90–120 words) ④ specs block (metal, stone, carat,
dimensions, sizes, hallmark) ⑤ care line ⑥ twelve search
phrases buyers would type. Do not invent dimensions, origins
or certifications. Banned: [list]. Facts: [your real specs].
[PASTE VOICE DOC]
```

A6 · The AI-era SEO pass:

```
Here is my product listing: [PASTE]. Rewrite the title so
the strongest buyer keyword sits in the first 40 characters
(140 max). List the twelve search phrases a buyer would
actually type for this piece, longest first. Flag any claim
in my copy that a machine could not verify from the specs.
```

Appendix B · The Image-Set Checklist

Per listing, five before you publish:

- ■ Hero on white — piece 60–70% of frame, seamless background
- ■ Worn / scale — hand, wrist, ear or neck; correct scale obvious
- ■ Macro detail — setting, claws, hallmark, stone edge
- ■ Lifestyle scene — your ONE chosen scene, consistent catalogue-wide
- ■ In context — box, pouch, certificate; the unboxing preview
- ■ Arrival test passed on every image — recognisable against the original
- ■ Grid test — squint: does it belong to your page at a glance?

Appendix C · Platform Limits (verified September 2026)

Platform	Title / caption	Body	Tags	Media
Etsy	140 (keyword first 40)	~10,000	13 × 20 chars	20 photos · 2 videos
Google Shopping	150	attributes	GTIN etc.	—
Shopify	255 (channels: Google 150 · Amazon 200 · eBay 80)	long	—	—
Instagram	2,200 (truncated ~125)	bio 150	30 hashtags	—
TikTok	4,000	bio 80	hashtags in caption	—
Website SEO	title tag < 60 · meta < 160	—	—	—

Appendix D · The Voice Doc Template

One page; feeds every tool; saved as Brand Voice in BijouVision.

```
FOUNDATION: We make [what] for [whom].

WE ARE / WE NEVER:
1. We are [trait]. We never [violation].
2. We are [trait]. We never [violation].
3. We are [trait]. We never [violation].

SOUNDS LIKE US: [one real caption you loved]
NEVER SOUNDS LIKE US: [one slop sentence to banish]

BANNED WORDS: exquisite · timeless · elevate · craftsmanship (unless specific) · [yours]

TONE BY CHANNEL: Product page: [ ]. Instagram: [ ]. DM: [ ].
```

Appendix E · Sources

Industry research: Lindgaard et al. (2006), Behaviour & Information Technology — 50 ms visual judgement. De Beers Diamond Reports (2024–25) — research-before-purchase and non-bridal demand figures carried from the Branding session. Momentum Works (H1-2025) — TikTok Shop SEA GMV by channel. Statista (2025) — TikTok Shop GMV by region. Gartner (via Yotpo, 2026) — $1.7T agentic purchases by 2030.

Platform documentation: Etsy seller limits; Shopify channel caps (Matrixify limits reference); Google Shopping title policies; Instagram/TikTok caption limits (Website Builder Expert, typecount — 2026).

Vendor surveys (quoted with sponsors named): GrabOn product-photography statistics roundup (2026); Web Tonic e-commerce video statistics (2026); SellersCommerce video marketing statistics (2026); Shopify video statistics roundup (2026); Pixelz colour-accuracy/returns data; HubSpot State of Marketing (2026); Frac.tl trust study (2026); eMarketer AI-content trust (2025); McKinsey State of AI (2026). Vendor figures are directional; we quote ranges and label sponsors.

Legal/policy: US Copyright Office, Copyright and Artificial Intelligence, Part 2: Copyrightability (January 2025). EU AI Act transparency obligations (applying 2 August 2026). Singapore PDPC advisory guidelines on personal data in AI systems; IMDA Model AI Governance Framework. Forbes (July 2026) on handmade premiums amid AI content spread.

BijouVision: feature, preset, plan and credit descriptions verified against bijouvision.jdmis.edu.sg documentation and code, 7 September 2026. The Brandforge: jdmis.edu.sg/brandforge.

Prices, limits and tool capabilities change; this paper reflects the record as of 7 September 2026.