CASE STUDY · PRODUCT HOLOGRAM

Fine jewellery, at a scale the eye can't usually see.

Two HoloBox911 displays at Couture India 2026 presented statement necklaces, rings, earrings and gemstone detail through 360° movement, close-ups and product transitions. One selfie, then a queue.



New Delhi Couture India 2026

2	3	360°
Displays	Days	Every piece

CLIENT
Couture India

EVENT
Couture India 2026

VENUE
New Delhi

UNITS
2

> Two HoloBox911 displays presented necklaces, rings, earrings and gemstones in 360° 3D at Couture India 2026, New Delhi. A jewellery showcase case study.

The brief

Fine jewellery is hard to appreciate behind glass at a crowded event. At Couture India 2026 in New Delhi, the goal was to present pieces at a scale and level of detail the eye can't usually see.

What we did

We deployed two HoloBox911 displays. Statement necklaces, rings, earrings and other pieces were selected for the showcase and prepared as large-format 3D content.

Each piece was presented with controlled 360° rotation, close-ups on gemstones and craftsmanship, and transitions between products. One display showcased whole collections, the other detailed individual pieces.

The result

The jewellery floated at full scale throughout the event, and the stand became the spot people lined up to photograph: one selfie, then a queue.

The same 3D content can be reused for store launches and festive campaigns.

How it worked

01 Select
Necklaces, rings, earrings and statement pieces chosen for the showcase.

02 Create
Assets prepared as large-format 3D content.

03 Showcase
Controlled rotation, close-ups and transitions.

04 Experience
Presented at full scale throughout the event.

One unit, 4 jobs

01 360° collection showcase
Complete collections in motion.

02 Detail views
Gemstones and craftsmanship, enlarged.

03 Photo moment
The stand people lined up to photograph.

04 Launch-ready
The same content reused for store launches.

On the floor









Want this at your event?

Tell us the venue, the date and what you want the room to do. We'll show you what it costs and what it needs.

sales@holobox911.com · +91 84479 20977 · www.holobox911.com/couture-india-holobox911

HoloBox911 is a product of Metaverse911, by AXRVerse Global Private Limited. Client names and logos belong to their owners.