

## **The new possibilities of Artificial Intelligence Cooperating AI into a new brand identity**

We are all increasingly confronted with new technology that will change our lives in all areas in the future. As is so often the case with innovations, artificial intelligence also offers both challenges and risks. But what does this have to do with gemstones?

Of course, this technology gives us many opportunities in the technical field:

Whether material simulation, gemstone recommendation systems, blockchain for traceability or digital gemstone marketplaces – the integration of AI technology opens up a new world.

Constantin Wild has used artificial intelligence produced futuristic images to present its gems in a new and unique way. The company has focused on the interaction of these two so different worlds in its corporate design. The new, futuristic world is presented with the long-lasting beauty that has endured for thousands of years and will continue to have its place in the future. But there were some requirements to be met.

The key to successfully transferring the value of gemstones to AI design is to balance the aesthetic and symbolic qualities of gems with the specific goals of the design project. AI can help to develop ideas and execute designs that capture the essence of gems while meeting the functional and aesthetic requirements.

Incorporating the value of gems into AI design requires creativity, technological innovation, and a deep understanding of both the gemstone industry and AI capabilities. The goal of our repurposing was to combine the traditional beauty of gemstones with the possibilities of artificial intelligence in the modern world.

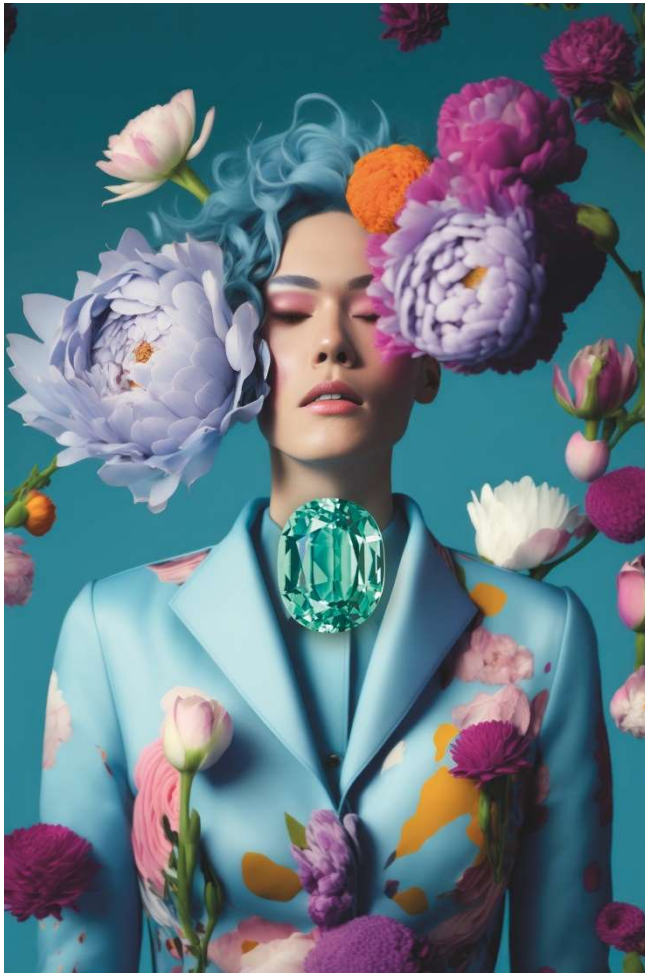
The result is a “Cyber Gem World“, where unique treasures of nature, hundreds of millions of years old, meet an intriguing, other worldly beauty, a futuristic world. AI-generated images were used to create stories or artwork based on the mystique and beauty of gemstones. These stories are set in fictional often historical looking worlds where gemstones have a special meaning: Fantasy worlds - that combine million-year-old stones with a special new, future-oriented world of technology. The CONSTANTIN WILD brand thus creates an unprecedented and unique appearance in the world of gems.

The new brand design was first presented with wide appreciation at the Jewelry & Gem World Hong Kong in September 2023, where one of Constantin Wild’s stunning trade show highlights, a Yellow Sapphire, originating from Sri Lanka, was integrated into the jacket of a futuristic fashionista.

Another graphic shows a suite of purple and pink gemstones composed of Amethyst, Danburite, Kunzite and Morganite on a model of futuristic beauty. Rare Tourmalines in unusual, eye-catching colors with female and male fashion models also form a perfect symbiosis. A blue Aquamarine layout is shown in the pink elegance of a flamingo lady. All simply timeless elegance. And there is more to come.

“Our aim was to put our millennial beauties in a new light“, says Constantin Wild. “The strong contrast of immortality with a fantastic, futuristic new world highlights the beauty, colors and uniqueness of our gems. And this is exactly what we can offer our customers - beauty, fascination, uniqueness and imperishability – simply - Unique Emotions since 1847! If you can dream the future, you can create it. We look forward to build beauty together with our friends, partners and customers”.





### **Company Profile**

Constantin Wild is valued worldwide for its expertise. Since 1996, the connoisseur and expert has been at the helm of Constantin Wild GmbH & Co. KG. The family-owned business was founded in 1847 and is known around the globe for cutting and trading the world's rarest and most precious gems.

### **Weblinks**

[www.constantinwild.com/en/](http://www.constantinwild.com/en/)

[www.youtube.com/channel/UCnhKBD43p3y9AKyg4162ihw](https://www.youtube.com/channel/UCnhKBD43p3y9AKyg4162ihw)

[www.facebook.com/constantinwild.gems](https://www.facebook.com/constantinwild.gems)

[www.instagram.com/constantinwild.gems/](https://www.instagram.com/constantinwild.gems/)

[www.linkedin.com/company/constantin-wild-gmbh-co-kg?original\\_referer](https://www.linkedin.com/company/constantin-wild-gmbh-co-kg?original_referer)

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