

BH&J Pro – Course Overview

Wedding Crafts Academy

Part One



1a Beading Components

You will learn about designer-quality beading components.

The focus will be on crystal beads, pearls and diamantes.

You will also learn about bead manufacturers and bead suppliers.

Once you finish this module, you will feel confident in choosing beading components for your projects.

1b - Tools & Wire, Loops, Earrings (Part One)

You will discover which type of wire is suitable for making bridal headdresses and other jewellery pieces.

You will learn the correct techniques of working with wire and find out which mistakes you should avoid when cutting and shaping wire.

You will also learn how to make loops with precision and use this technique to make earrings with a professional look.

All these techniques will be used later to make bridal headdresses and matching jewellery pieces.

Part Two



2a Findings and Stringing Materials

This chapter will help you navigate the world of jewellery-making components.

You will be able to recognise different types of clasps and ear wires as well as less-known types of findings.

We will also discuss the quality and characteristics of cords and strings that can be used for making bridal jewellery pieces that are practically unbreakable.

2b – Earrings - Part Two, Twisted Wire Stems, Attaching Stems to a Tiara Base

Once you complete module 2a, you will be familiar with many different types of beads and findings.

Next, you will learn how to make these components for making a wide range of earrings, including highly ornamental earrings with multiple drops.

You will also learn how to make a twisted wire stem and how to attach twisted wire stems to a tiara base.

We will look at the common mistakes people make when twisting wire, to ensure that you are using the correct technique.

Part Three



3a Jewellery:

To be able to fulfil bespoke orders, it is helpful to know various types of jewellery pieces, including those that are less common, such as lariat necklaces or illusion bracelets.

We will also look at practical issues each designer needs to know, such as standard necklace lengths and earrings health and safety.

3b - Bracelets – Part One, Decorative Stems:

We will be using various types of beads, clasps and strings to make bridal bracelets.

You will take your tiara making skills to the next level and make some stunning decorative tiara stems, such as stems with beaded flowers and crystals arranged into triangles.

These stems can be incorporated into side tiaras, bridal hair combs and many other types of accessories, bespoke or ready-made.

Part Four



4a Bridal Headdresses

Brides-to-be often ask for recommendations as they are not sure which type of headdress to choose.

We will look at many different types of bridal headdresses, including those inspired by vintage eras.

We will focus on practical issues, such as how to secure a decorative hair comb into a short hair style.

4b - Bracelets (Part Two), Wirework - Multiple Stems

To add variety to your range of bridal bracelets, we will use additional findings. We will also look at giving bracelet ends a professional finish.

To advance in wirework skills, you will make slightly more complex ornaments than in previous tutorials.

The focus will be on making wirework with multiple stems.

Part Five



5a Personal Styling

Having a good understanding of different types of hair styles, face shapes, wedding dress silhouettes, dress necklines and bridal gown fabrics can be invaluable when dealing with customers.

Being able to help your customer choose accessories that flatter the shape of their face and complement their bridal gown is an important selling point that can keep you ahead of your competition.

5b - Necklaces, Wirework Branches

In this module, you will learn various techniques that can be used for making necklaces.

We will continue with making wirework decorations.

This time, we will focus on the correct techniques of making wirework branches.

Branches are beautiful wirework elements that will later be used for making many different types of bridal accessories, including romantic hair vines and contemporary side tiaras.

Part Six



6a Wedding Themes

In this module, you will learn about the most common wedding themes, such as "contemporary" or "boho" as well as some atypical wedding themes.

You will also learn about accessories inspired by vintage eras.

Each chapter includes practical tips and tricks on how to help your customers choose bridal accessories that will reflect their wedding theme.

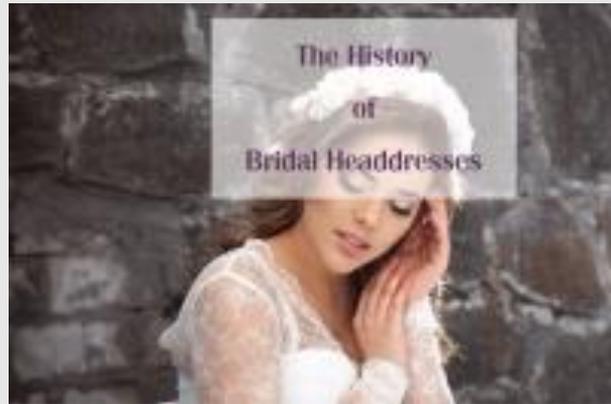
6b Wirework Combinations

In this module, you will learn how to make wirework vines.

Then, we will look at various examples of how wirework decorations such as branches and beaded flowers can be combined into an intricate wirework.

At this point, you will be confident in making wirework with a professional look where all wire segments are twisted evenly, using the correct techniques you have learned in the previous modules.

Part Seven



7a The History of Bridal Headdresses

Knowing how bridal headdresses were changing during the ages is not only fascinating to read about but will also help you with fulfilling bespoke orders.

If a bride-to-be approaches you with a request for a bespoke headpiece inspired by a certain time period, such as 1920s, you will be able to offer various design options, based on information you learn in this module.

7b Wirework Jewellery

Being able to design and make matching pieces to each headdress is one of your most important selling points.

In this chapter, you will be making various wirework earrings, bracelets and necklaces.

You will be able to utilise many techniques you learned in the previous modules, such as making twisted wire stems with beaded flowers and branches.

Part Eight



8a Photography

Knowing more about product photography will help you whether you decide to work with a professional photographer or decide to photograph all bridal collections yourself.

Capturing jewellery made with pearls and transparent crystal beads can be tricky.

We will look at various ways of how to light your products, discuss the camera settings and go over many practical issues such as choosing photography backdrops.

8b Headdresses – Part Two

By the time you reach module 8b, you will already know how to make numerous types of wirework decorations.

You will also know how to attach twisted wire stems to a tiara base.

In this module, we will look at a few other techniques that can be used for making bridal headdresses.

Part Nine



9a Setting up a Business

In part nine, we will touch on many different aspects of being self-employed.

This module will be your starting point to becoming self-employed that might need further research.

We will discuss working from home or from dedicated premises, setting up an administrative system, choosing a legal structure for your business and taking care of tax and bookkeeping.

9b Headdresses (Part Two) Diamantes (Part One)

In this module, you will learn how to make additional headpieces, such as hair vines and coronets.

Then, you will learn the techniques of working with diamantes in single stone settings.

We will start by pulling wire through the settings, making sparkly diamante stems.

Then, we will be pulling wire through the settings again, this time to make diamante branches.

Part Ten



10a Branding, Advertising and Public Relations

To create a sound brand, you will need to make a few decisions and keep your style consistent.

Once we go through how to create a solid brand that can set your business apart from your competitors, we will review many different types of advertising, helping you decide how to promote your products.

10b Diamantes – Part Two

Once you complete module 10b, you will be able to create many eye-catching decorations with diamantes.

The design elements described in this module, such as diamante branches and rosettes made with pearls and diamantes can be used for making various types of accessories.

Statement bridal headpieces as well as smaller items, such as sparkly bridal earrings or pendant necklaces can all incorporate diamante ornaments.

Part Eleven



11a Pricing and Selling

In this module, we will look at how to calculate costs, including direct costs and operational costs.

In order to be able to sell products directly to customers and / or to shops, you will need to be able to calculate your costs accurately and understand the concept of markup.

We will also discuss various ways of selling bridal accessories.

11b Frames – Part One

In the last two modules, we will be making bridal accessories with built-in wire frames.

We will start by making various frames, shaped into petals, flowers and even butterflies.

You will see how these frames can be lined with beads or filled with different types of wire mesh.

You will also learn how to add a few crystals and pearls to the wire mesh or how to fill the whole frame densely with beads.

Part Twelve



12a Wholesale

To break through to the wholesale market, supplying bridal accessories to bridal boutiques, you will need to understand the dynamics of the trade.

The aim of this module is to help you decide on your wholesale prices, give you advice on how to approach bridal shop managers and buyers and how to promote your wholesale jewellery range.

12b Frames – Part Two

In this module, you will learn more about making wirework frames.

You will learn how to attach frames to tiaras, side tiaras as well as to smaller accessories such as hair pins.

We will start by making a pair of earrings and a bridal bracelet with a frame.

All these techniques can be used for making small bridal accessories as well as statement bridal headdresses.

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