A wave in silver.

Mariam Naficy founded Arcade to let people design an object and find someone to make it. A jeweler in Kofu shows what happens between choosing a design and opening the box.

Kov Rastogi

Independent work sample for Sound Ventures

L&CO. / KOFU, JAPAN

925 AG



Sterling silver band

View maker

Listing image from L&Co. on Arcade

The buyer gets the last look.

On the band, tiny arcs repeat across the silver. A listing shows the pattern. L&Co.'s order process gives a buyer another chance to see it, this time on the finished piece.

The design	On Arcade, a customer can describe a piece and refine its design before ordering.
The bench	The maker reviews the order for feasibility. L&Co. makes its jewelry in its own workshop in Kofu.
The review	L&Co. sends the buyer a video of the completed piece. It ships after the buyer approves.



At the bench in Kofu. Workshop photograph from L&Co.'s craftsmanship series.

The story in three swipes.

ARCADE / MAKERS 1/3



Start with a silver wave.

L&CO. 925 AG



ARCADE / MAKERS 3/3

One last look.

Before shipping, L&Co. sends you a video of your finished piece. You get to see what you'll wear.

EXPLORE THE MAKER ARCADE

What does the buyer need to see?



Nilayana

I designed the shoppable table so a customer could go from a styled scene to the exact serving board and see which pieces came with it.

Open the storefront case study



Measure Joy

I designed and built a camera shop around individual restored units. The buyer sees the photos and condition of the camera they'll actually receive.

Open the commerce case study