

# JEWELLERY CATEGORIES

## Diamond Jewellery of the Year

### ENTRY GUIDELINES

- Entries submitted in any of the categories should be largely representative of that specific category (i.e. diamond category should be predominantly diamond)
- Entries must feature diamonds comprising of a minimum of 75 % diamonds, with not more than 25 % made up by other materials (i.e., gold, precious stones or gemstones e.t.c).
- No necklace sets will be accepted in this category. Only design in bracelet, bangles, earrings, ring, pendant, arm-lets will qualify for the category.

### WHAT DO THE JUDGES WANT TO SEE

- Statement designs that take fine diamond jewellery to another level and push boundaries of jewellery design
- Innovation in setting and style
- Design that celebrates the luxury of the rare stone
- Trend-setting jewellery that inspires other retailers and promotes fashion in precious jewellery category.

## Diamond Vivaha Jewellery of the Year

### ENTRY GUIDELINES

- Entries submitted in any of the categories should be largely representative of that specific category (i.e. diamond category should be predominantly diamond)
- Entries must feature diamonds and be comprised of a minimum of 75 % diamonds, with not more than 25 % made up by other materials (i.e., gold, gemstones e.t.c).
- Vivaha submissions need to compulsorily include a “set” (necklace and earring, preferably, along with other ensembles like wedding rings, bangles e.t.c) that suits bridal wear.

### WHAT DO THE JUDGES WANT TO SEE

- Statement designs that take fine diamond jewellery to another level and push boundaries of jewellery design
- Innovation in setting and style
- Design that celebrates the luxury of the rare stone
- Trend-setting jewellery that inspires other retailers and promotes fashion in precious jewellery category.

## Gold Jewellery of the Year

#### ENTRY GUIDELINES

- Entries submitted in any of the categories should be largely representative of that specific category (i.e. Gold category should be predominantly gold)
- Entries must feature gold and be comprised of a minimum of 75 % gold, with not more than 25 % made up by other materials (i.e. precious stones, gemstones e.t.c).
- No necklaces sets will be accepted in this category. Only design in bracelet, earrings, ring, pendants and armlets will qualify for the category.

#### WHAT DO THE JUDGES WANT TO SEE

- Statement designs that take gold jewellery to another level and push boundaries of jewellery design
- Innovation in setting and style
- Design that enhances the aura of the yellow metal
- Trend-setting jewellery that inspires other retailers and promotes fashion in precious jewellery category

### **Gold Vivaha Jewellery of the Year**

#### ENTRY GUIDELINES

- Entries submitted in any of the categories should be largely representative of that specific category (i.e. gold category should be predominantly Gold)
- Entries must feature Gold and be comprised of a minimum of 75 % Gold with not more than 25 % made up by other materials
- Vivah submissions need to compulsorily include a “set” (necklace and earring, preferably, along with other ensembles like rings etc)

#### WHATDO THE JUDGES WANT TO SEE

- Statement designs that takes gold jewellery to another level and push boundaries of jewellery design
- Innovation in setting and style
- Design that enhances the aura of yellow metal
- Trend-setting jewellery that inspires other retailers and promotes fashion in precious jewellery category.

### **Couture Jewellery of the Year**

#### ENTRY GUIDELINES

- No necklaces sets will be accepted in this category. Only design in bracelet, bangles, earrings, ring, pendants and armlet will qualify for the category

#### WHAT DO THE JUDGES WANT TO SEE

- Hi-Fashion Captivating design
- One of a kind design with luxurious display of creative brilliance representing high fashion elegance

### **Colored Gemstone Jewellery of the year**

#### ENTRY GUIDELINES

- Entries submitted in any of the categories should be largely representative of that specific category (i.e. colour stone category should be predominantly coloured)
- Entries must feature coloured stone and be comprised of a minimum of 75 % coloured stone (precious & semi precious both) with not more than 25 % made up by other materials (i.e. Gold, diamond, e.t.c ).
- No necklacesets will be accepted in this category. Only design in bracelet, bangles, earrings, ring, pendants and armlets will qualify for the category.

#### WHAT DO THE JUDGES WANT TO SEE

- Statement designs that takes colour jewellery to another level and push boundaries of jewellery design
- Innovation in setting and style
- Design that celebrates the luxury of colour stones
- Trend-setting jewellery that inspires other retailers and promotes fashion in precious jewellery category.

### **Innovative Jewellery of the year**

#### ENTRY GUIDELINE

- No necklace sets will be accepted in this category. Only design in bracelet, bangles, earrings, ring, pendant and armlets will qualify for the category.

#### WHAT DO THE JUDGES WANT TO SEE

- Statement designs like nothing done or created before.
- Path breaking design innovation
- Design that celebrates rarity in style, creation and use of metal or stones and promotes fashion in precious jewellery category.

## **Heritage Jewellery of the year**

### ENTRY GUIDELINES

- Submissions in this category should compulsorily include necklace sets (necklace and earring, preferably, along with other ensembles like rings e.t.c)
- Design in only bracelet, bangles, earrings, ring, chokers, pendants, armlets will be disqualified for the category.

### WHAT DO THE JUDGES WANT TO SEE

- Jewellery that is rich in Indian traditional design merging old ideas and contemporary style.
- Design that restores the history and grandeur of the Indian craftsmanship in modern technologies or otherwise but speaks a modern language.
- Design that is timeless and can be passed down the ages and possess strong Indian flavour.

## **Platinum Jewellery of the year**

### ENTRY GUIDELINES

- Entries submitted in any of the categories should be largely representative of that specific category (i.e. platinum category should be predominantly platinum)
- Entries must feature platinum metal and be comprised of a minimum of 75 % platinum with not more than 25 % made up by other materials.
- No necklace sets will be accepted in this category. Only design in bracelet, bangles, earrings, ring, pendants and armlets will qualify for the category.

### WHAT DO THE JUDGES WANT TO SEE

- Statement designs that take platinum jewellery to another level and push boundaries of jewellery design
- Innovation in style
- Design that celebrates the luxury of the rare metal
- Trend-setting jewellery that inspires other retailers and promotes fashion in precious jewellery category.

## **Jewellery Designer of the Year**

### ENTRY GUIDELINES

- No necklace sets will be accepted. Only designs in bracelet, bangles, earrings, ring, pendants, and armlet will qualify for the category.
- Entries have to be in the name of an individual.
- Retailers will have to nominate a designer for the category as entry cannot be in the company name.

#### WHAT DO THE JUDGES WANT TO SEE

- Distinctive style and Innovative use of materials.
- Designs that are cutting edge and provide a new direction to the industry.
- Evidence of commercial approach.
- Synergy between the subject of inspiration and the final design

### **9 to 5 Work wear jewellery of the year**

#### ENTRY GUIDELINES

- Simple, lightweight, elegant designs in a pendant, pendant sets, bracelets, ear studs, earrings, rings will be acceptable for this category.
- Heavy necklace sets, bangles or any jewellery deemed unfit for the business environment will not qualify for selection.

#### WHAT THE JURY WANTS TO SEE

- Simple, nonfussy, practical designs that one can easily wear from 9 to 5
- Apt for pairing up with both Indian and western work wear apparels
- Sober yet chic, eye catchy but subtle- designs exhibiting statement professional style

### **Modular Jewellery of the year**

#### ENTRY GUIDELINES

- Jewellery pieces constructed with units allowing easy assembly and flexibility for multifaceted utility and variety in use will be accepted in this category.
- Necklaces, bracelets, bangles, pendants, pendent sets, armlets, waist chains, anklets will qualify for selection.

#### WHAT THE JURY WANTS TO SEE

- Flexibility in terms of design that allows wearing the piece in different forms
- Arrangement that allows wearing parts of the jewellery separately while still retaining the design charm
- Easy assembly of different units to achieve new design forms.
- Achieving a large variety of designs and forms.

## **Revival Style Design of the Year**

### ENTRY GUIDELINES

- Bracelets, Bangles, Pendants, Armlets, Waist chains, Anklets, etc. will qualify for selection.

### WHAT THE JURY WANTS TO SEE:

- Modern rendition of design forms which are rooted in age-old tradition
- Design that retains the allure of the past while reflecting contemporary aesthetic
- Design that restores old craft in modern design form
- Design intervention at its best to hold the thread of sync between a classic and a contemporary design
- Design that can be paired up with traditional as well as indo- western attires

## **Men's Jewellery of the year**

### ENTRY GUIDELINES

- Bracelets, Bands, Kadas, Rings, Cufflinks, Chains, Brooch will be acceptable for this category.

### WHAT THE JURY WANTS TO SEE:

- Statement designs for any occasion
- Designs that are wearable and defines individuals personality
- Innovation in style

## **Precious colored Gemstone Jewellery of the year**

### ENTRY GUIDELINES

- Entries must feature coloured stone and be comprised of a minimum of 75 % precious coloured stone ( Emeralds, Rubies and Sapphires exclusive) with not more than 25 % made up by other materials (i.e.Gold, diamond, e.t.c ).
- Only design in bracelet, bangles,earrings, ring, pendants and armlets will qualify for the category. No necklace sets will be accepted in this category.

### WHAT THE JURY WANTS TO SEE

- Statement designs that takes colour jewellery to another level and push boundaries of jewellery design
- Innovation in setting and style
- Design that celebrates the luxury of colour stones
- Trend-setting jewellery that inspires other retailers and promotes fashion in preciou

# MARKETING CATEGORIES

## Print Campaign of the year

### ENTRY GUIDELINES

- Entry should have details of only one single campaign launched between January 1st 2015- December 31st 2015.
- The publication names and issue details should visibly appear in the entry.
- Minimum one scanned image from each publication mentioned in the media plan is Compulsory.
- Release report from the all the publications selected is compulsory.

### WHAT THE JURY WANTS TO SEE

- Objective of the print campaign brand building, sales promotion, new collection launch, new store launch, festival offers or any other specific theme.
- Innovation in creative concept, campaign strategy and its relevance to the overall campaign theme.
- Evidence of how the campaign motivated the customers to spend
- Media plan and media weight (Ref. to sample entry for media plan)

## TV Campaign

### ENTRY GUIDELINES

- Entry should have details of only one single campaign launched between January 1st 2015 - December 31st 2015.
- T.V spot Airing certificate is compulsory.

### WHAT THE JURY WANTS TO SEE

- Objective of the TV campaign e.g brand building, sales promotion, new collection launch, new store launch, festival offers or any other specific theme.
- Innovation in creative concept, campaign strategy and its relevance to the overall campaign theme.
- Evidence of how the campaign motivated the customers to spend
- Media plan and media weight (Ref. to sample entry for media plan).

## **Retail Promotion of the Year**

### ENTRY GUIDELINES

- Entry should have details of only one single retail promotion launched between January 1st 2015 -December 31st 2015.
- Relevant entries must include images of store during the promotion, displaying collaterals, promotional material, danglers, posters, glow signs.

### WHAT THE JURY WANTS TO SEE

- Objective of the promotion. The way the concept has been planned, introduced. Complete sequence of activities and details of execution
- Evidence of how the innovative concept motivated the customers to spend and staff to sell.
- Superb marketing and promotion of the concept where relevant
- Excellent training of the staff to support the implementation of this innovative idea where relevant.