



## **CATEGORY GUIDELINES**

### **JEWELLERY CATEGORIES**

1. Diamond Rings of the year
2. Diamond Earrings of the year
3. Diamond Bangle, Bracelet of the year

### **ENTRY GUIDELINES**

- Entries submitted in any of the above 'Diamond Categories' should be visually representative of that specific category (i.e. predominantly diamond)
- Entries must feature designs visually comprising of only (colorless) diamonds set on gold or platinum.
- There should be no inclusion of any other gemstone.

### **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 stones and promotes fashion in diamonds.
- Functionality and wearability.
- Trend-setting jewellery that inspires other retailers and sets a new benchmark for the industry.

4. Bridal Diamond Jewellery of the year
5. Bridal Gold Jewellery of the year
6. Bridal Heritage Polki Jewellery of the year



## ENTRY GUIDELINES

- Submissions in the above Bridal categories should compulsorily include necklace sets comprising of only necklace and earring.
- The necklace set should not comprise of any other ensemble like ring, mang tikka or bangles.
- The necklace set has to be a **composite piece** and not multiple necklace pieces loosely placed together.
- Entries submitted in any of the above Bridal categories should be largely visually representative of that specific category (for example: Bridal diamond should be predominantly diamond or Bridal gold should be majorly gold even though a small proportion of other material is acceptable.)

### 7. Bridal Statement Jewellery of the year

- Entries in the Bridal Statement Jewellery category must factor a pre or post wedding occasion.
- Submissions in the above category should compulsorily include necklace sets comprising of only necklace and earring.
- There are no specific material guidelines.

### 8. Bridal Ensemble Jewellery of the year

- The Bridal ensemble category will include Nathni (nose ring), Hathphool, Pasa, Mathapatti and Armlet or any other new age bridal accessory. There are no specific material guidelines.
- There are no specific material guidelines. Piece can comprise of a mix of material including gold, diamond, emeralds, rubies, sapphires, colored diamonds or any other gemstones etc.



## **WHAT DO THE JUDGES WANT TO SEE**

- Statement designs like nothing done or created before that pushes the boundaries of Bridal designs
- Path breaking design innovation
- Design that celebrates rarity in style, creation and use of metal or stones
- Functionality and wearability
- Confluence of tradition and modernity appealing to millennial brides
- Trend-setting jewellery that inspires other retailers and sets a new benchmark for the industry

### 9. Heritage Polki Earrings of the year

## **ENTRY GUIDELINES**

- Entries submitted in any of the Heritage Polki Categories should be visually representative of that specific category (i.e. predominantly polki)

## **WHAT DO THE JUDGES WANT TO SEE**

- Statement designs like nothing done or created before that pushes the boundaries of polki designs
- Path breaking design innovation
- Design that celebrates rarity in style, creation and use of metal or stones and promotes fashion
- Functionality and wearability
- Trend-setting jewellery that inspires other retailers and sets a new benchmark for the industry



10. Precious Coloured Gemstone Earrings of the year

11. Precious Coloured Gemstone Ring of the year

### **ENTRY GUIDELINES**

- Entries submitted in any of the Precious coloured stone categories should be visually representative of that specific category (i.e. precious colour-stones)
- Emeralds, Rubies, Sapphires and Coloured diamonds are the only precious coloured stones considered for these categories.

### **WHAT THE JURY WANTS TO SEE**

- Statement design like nothing done or created before that pushes the boundaries of design and enhances the beauty of precious colourstones.
- Path breaking design innovation
- Design that celebrates rarity in style, creation and use of metal or stones and promotes fashion
- Functionality and wearability
- Trend-setting jewellery that inspires other retailers and sets a new benchmark for the industry

12. Coloured Gemstone Earrings of the year

13. Coloured Gemstone Ring of the year

### **ENTRY GUIDELINES**

- Entries submitted in any of the Coloured stone categories should be largely (visually) representative of that specific category (i.e. predominantly colourstones)
- All stones *excluding* Emeralds, Rubies, Sapphires and Coloured diamonds will be considered for this category.



- Only designs specific to the category will qualify for the category. For example, design in earrings will be accepted in the Coloured Gemstone earrings of the year category.

### **WHAT THE JURY WANTS TO SEE**

- Statement design like nothing done or created before that pushes the boundaries of design and enhances the beauty of colourstones.
- Path breaking design innovation
- Design that celebrates rarity in style, creation and use of metal or stones and promotes fashion
- Functionality and wearability
- Trend-setting jewellery that inspires other retailers and sets a new benchmark for the industry

14. Gold Earrings of the Year

15. Gold Bangle, Bracelet of the year

### **ENTRY GUIDELINES**

- Entries submitted in any of the gold categories should be visually representative of that specific category (i.e. predominantly gold)
- Only designs specific to the category will qualify for the category. For example design in earrings will be accepted in the Gold Earrings of the year category.

### **WHAT DO THE JUDGES WANT TO SEE**

- Statement designs like nothing done or created before that pushes the boundaries of gold designs
- Path breaking design innovation
- Design that celebrates rarity in style, creation and use of metal.



- Functionality and wearability
- Trend-setting jewellery that inspires other retailers and sets a new benchmark for the industry

## 16. Couture Jewellery of the year

### **ENTRY GUIDELINES**

- There are no specific material guidelines. Design can comprise of a mix of material including gold, diamond, semi-precious colourstones, precious gemstones, polki etc.
- No necklace sets will be accepted in this category.
- Only design in bracelet, bangles, earrings, ring, pendants will qualify for the category.

### **WHAT DO THE JUDGES WANT TO SEE**

- Hi-Fashion captivating design worthy of international red carpet
- One-of a kind design with luxurious display of creative brilliance representing high fashion elegance
- Trend-setting jewellery that inspires other retailers and promotes fashion in precious jewellery category.

## 17. Millennial Jewellery of the year

### **ENTRY GUIDELINES**

- There are no specific material guidelines. Design can comprise of a mix of material including gold, diamond, semi-precious colourstones, precious gemstones etc
- Designs in earrings, ring, charms, bracelet/ bangle or pendant will qualify for the category.
- No necklace sets will be accepted for this category.



### **WHAT THE JURY WANTS TO SEE**

- Designs that have high style quotient
- Designs that have higher perceived value than the actual MRP
- Designs that promote fashion in precious jewellery
- Designs that appeal to Gen Z and Gen Y

### 18. Men's Jewellery of the year

#### **ENTRY GUIDELINES**

- There are no specific material guidelines for this category. Design can comprise of a mix of material including gold, diamond, natural colourstones, precious gemstones, polki etc.
- Accent pieces are making a way back into the gentleman's wardrobes- the ring, the tie clip, the lapel pins, cuff-links, tie accents, brooches, kadas, wrist bands or kalgi
- No necklaces will be accepted for this category

### **WHAT THE JURY WANTS TO SEE**

- Designs that have high style quotient
- Designs that promote fashion in men's jewellery
- Designs that appeal to Gen Z and Gen Y



## 19. 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.
- There are no specific material guidelines for this category. Design can comprise of a mix of material including gold, diamond, natural-colored stones, precious gemstones, polki etc.
- The fully assembled piece must be a necklace set, pendent set bracelet or bangle, earring or ring. The innovation must offer multiple modular options.

### **WHAT THE JURY WANTS TO SEE**

- Jewellery which is multi-faceted in form and design.
- Modular form of jewellery that is interchangeable and can be worn on more than one occasion while still retaining the design charm
- Designs that have more than single occasion usability.
- Images of each form of jewellery to know the possible variations.

## 20. 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.
- It must be a design innovation.
- Modularity of the design, piece will not be considered as innovation

### **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.

## **MARKETING CATEGORIES**

### Social Media Campaign of the year

## **ENTRY GUIDELINES**

- Entry should have details of only one single social media campaign launched between January 1st 2021 -December 31st 2021.

## **WHAT THE JURY WANTS TO SEE**

- The way the concept has been planned and introduced.
- Complete sequence of activities and details of execution
- Evidence of how the innovative concept motivated the customers to spend
- The consumer awareness, engagement and overall impact on sales.

### Social Media Contest of the year

## **ENTRY GUIDELINES**

- Entry should have details of only one single social media contest launched between January 1st 2021 -December 31st 2021.

## **WHAT THE JURY WANTS TO SEE**

- The way the contest has been planned and introduced.
- Complete sequence of activities and details of execution.



- Evidence of how the innovative content concept motivated the customers to spend or engage with the brand
- The consumer awareness, engagement and overall impact on sales

## TV Campaign of the year

### **ENTRY GUIDELINES**

- Entry should have details of only one single campaign launched between January 1st 2021 -December 31st 2021.
- 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

## Retail Promotion of the Year

### **ENTRY GUIDELINES**

- Entry should have details of only one single retail promotion launched between January 1st 2021 -December 31st 2021.
- Relevant entries must include images of store during the promotion, displaying collaterals, promotional material, danglers, posters, glow signs etc.



- Entries must also include all creative's promoted across media.

### **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.