

## 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 only (colourless) diamonds set on gold or platinum.
- There should be no inclusion of any other gemstone.

4. Bridal Diamond Jewellery of the year
5. Bridal Gold Jewellery of the year
6. Bridal Polki Jewellery of the year
7. Bridal Precious Coloured Gemstone Jewellery of the year

### ENTRY GUIDELINES

- Entries in the above Bridal categories should compulsorily include necklace sets comprising only necklaces and earrings.
- The necklace set should not comprise any other ensemble like ring, mang tikka or bangles.
- The necklace set has to be a **composite piece** and not multiple 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, and Bridal polki should be majorly polki (not kundan))

- Emeralds, Rubies, Sapphires and Coloured diamonds are the only precious coloured stones considered for the Bridal Precious Colour Gemstone category.

#### 8. Bridal Statement Jewellery of the year

- Entries in the Bridal Statement Jewellery category can be traditional, classic or contemporary, red-carpet worthy, factoring in a pre or post-wedding occasion.
- Submissions in the above category should compulsorily include necklace sets comprising only necklaces and earrings.
- There are no specific material guidelines.

#### 9. Bridal Modern-Heritage Jewellery of the year

- Entries in this category must maintain the overall aesthetic of heritage jewellery while evolving a modern style; a confluence of tradition and modernity appealing to new-age brides.
- Submissions in the above category should compulsorily include necklace sets comprising only necklace and earring.
- There are no specific material guidelines.

#### 10. 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. The piece can comprise of a mix of materials including gold, diamond, emeralds, rubies, sapphires, coloured diamonds or any other gemstones etc.

## 11. Polki Earrings of the year

### **ENTRY GUIDELINES**

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

## 12. Precious Coloured Gemstone Earrings of the year

## 13 .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.

## 14. Coloured Gemstone Earrings of the year

## 15. 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 colour stones)
- All stones *excluding* Emeralds, Rubies, Sapphires and Coloured diamonds, will be considered for this category.

## 16. Gold Earrings of the Year

## 17. 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)

## 18. Couture Jewellery of the year

### **ENTRY GUIDELINES**

- Hi-fashion, captivating, one-of-a-kind designs worthy of international red carpet
- There are no specific material guidelines. Design can comprise a mix of materials, including gold, diamond, semi-precious colour stones, precious gemstones, polki etc.
- No necklace or necklace sets will be accepted in this category.
- Only designs in bracelets, bangles, earrings, rings, and pendants will qualify for the category.

## 19. Stylish trend-setting youth jewellery of the year

### **ENTRY GUIDELINES**

- Light, wearable designs with a high style quotient that create a fashion statement for the young for social soirees.
- Designs that promote fashion in precious jewellery for the youth
- There are no specific material guidelines. Design can comprise a mix of materials, including gold, diamond, semi-precious colour stones, precious gemstones etc
- Designs in earrings, ring, charms, bracelet/ bangle or pendant will qualify for the category.
- No necklace or necklace sets will be accepted for this category.

## 20. Men's Jewellery of the year

### **ENTRY GUIDELINES**

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

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

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

## **MARKETING CATEGORIES**

### 21. Social Media Campaign of the year

#### **ENTRY GUIDELINES**

- Entry should have details of only one single social media campaign launched between January 1st 2023 -December 31st 2023.

#### **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.

### 22. Social Media Contest of the year

#### **ENTRY GUIDELINES**

- Entry should have details of only one single social media contest launched between January 1st 2023 -December 31st 2023.

#### **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

## 23. TV Campaign of the year

### **ENTRY GUIDELINES**

- Entry should have details of only one single campaign launched between January 1st 2023 -December 31st 2023.
- 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

## 24. Retail Promotion of the Year

### **ENTRY GUIDELINES**

- Entry should have details of only one single retail promotion launched between January 1st 2023 - December 31st 2023.
- 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 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.