



LE VIAN® FOR CHILDREN

DESIGN COMPETITION 2007

TO BENEFIT



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Eligibility...Rules for Submitting Entries...Categories of Design...Evaluation of Design

Le Vian® for Children is the premiere competition sponsored by Le Vian Corp., the 500 year old fine jewelry house. We have created this competition to increase the awareness of new designers in fine jewelry, spark creative enthusiasm for new designs and trends, to increase awareness and raise monies for "Jewelers for Children."

Deadline for Submitting Entries is Wednesday, April 11, 2007. Designs will be judged in April and the winning designs will be created by Le Vian and modeled during Le Vian's Red Carpet Revue Party in Las Vegas on Sunday, June 3, 2007. This fashion show is a fund-raising event for Jewelers for Children.

Eligibility

Professional – Any independent designer not employed full-time by a manufacturer.

Student – Any current or past student of an art or design related program at an institution of higher learning.

Rules for Submitting Entries

- Fine jewelry designs will be accepted in the form of color hand or computer renderings.
- The design must be new, original and can never have been entered in a previous competition.
- Each entry must be accompanied by a description of the design and materials to be used to create the design. Acceptable materials are limited only to gold, diamonds and gemstones. Entries submitted using other materials will not be accepted in the competition.
- Entrants may submit multiple designs in one or more categories.
- Entrants agree to relinquish and assign rights to the design submitted but will receive credit for the design at the award ceremony to take place at JCK Las Vegas in June 2007 to which they will be invited. Best efforts will be utilized so credit will be in all media coverage and advertising.
- Anyone submitting a design must complete the Entry form in full.

Categories

Awards will be given in six (6) separate categories. We have provided a retail price range to assist you in choosing materials for the item you design.

1. **Red Carpet Earrings (Retail price range, \$5,000 - \$25,000)** Chandelier? Stiletto? What will be the 2008 Jewelry style worn by celebrities on the Red Carpet? Celebrities dictate styles for everyone.
2. **Big Stone Design (Retail price range, \$500 - \$2,500)** Design an item – ring, earrings or necklace - featuring a BIG semi-precious stone at center, colored pavé gems on the side, with intricate design on the profile, and a touch of white diamonds for accent. Include the color of gold in your design palette.
3. **Bridal Rings (Retail price range, \$2,000 - \$25,000)** Create an engagement ring or wedding band or perhaps a matching set. Incorporate center diamond of 1-3 carats.
4. **"Journey" Diamond Design (Retail price range, \$1,000 - \$10,000)** "Journey" diamonds is the major marketing concept from DeBeers introduced in fall 2006. The motto is "with every step, love grows." This concept communicates how a couple's love grows over time and is symbolized with jewelry designs that feature multiple diamonds arranged in a setting from the smallest to the largest. As your Journey of love grows, so does the size of your Journey diamonds. Design a ring, pendant, earring or bracelet utilizing this concept.
5. **Timepieces (Retail price range, \$2,000 - \$25,000)** Watches are the hot accessory of the 21st Century. Consumers are no longer one timepiece owners but collectors of many styles – often drawn to purchase by unique shape, eye-stopping color, dramatic use of diamonds, and special features. Design a watch destined to be the MUST HAVE design for 2008.
6. **Trends (Retail price range, \$1,000 - \$25,000)** What is the next hot trend going to be in jewelry?

Evaluation of Design

Each design will be evaluated by a panel of judges at Le Vian on the basis of:

- Originality of the design
- How well the item fits the category in which it was submitted
- Overall beauty of the design
- Manufacturing Practicality
- Salability

DECISIONS OF THE JUDGES WILL BE FINAL.

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