

จาก: JNA Jewellery Design Competition <e.info@jnadesigncompetition.com>
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เรื่อง: INVITATION - JNA Jewellery Design Competition



LETTER OF INVITATION

Dear Sir/Madam,

We would like to respectfully invite your members to participate in the inaugural edition of the **JNA Jewellery Design Competition 2018/19**.

The JNA Jewellery Design Competition 2018 is a pioneering effort to foster the advancement of the jewellery industry. Open for registration from 1st October to 30th November 2018, the competition is organised by *JNA*, the flagship publication of UBM Asia's Jewellery Group. Launched in 1983, the highly acclaimed monthly trade magazine delivers the latest and most relevant information on the international gem and jewellery industry.

The competition has three categories - **Dancing Stones, Platinum and Tahitian Pearls** – and their respective themes: **New Fashion Tech, Platinum Attitude, and Asymmetric Perfection**. Design talents are invited to reflect the specified theme while highlighting the respective materials' exceptional qualities. The competition is free to enter.

The judging panel of the competition is chaired by Mr Fei Liu, who earned the coveted UKJA Designer of the Year award in 2016 and was named Designer of the Year by China's Harper Bazaar in 2012. The rest of the judges include Artist Mr Bradley Theodore, King of Cufflink Mr Robert Tateossian and Publisher and Editor-in-Chief of JNA group of publications Miss Christie Dang, as well as one market insider from each category. Entries will be judged on their adherence to the theme, originality, creativity, aesthetics and market potential.

There will be one winner in each category. Winners will receive a **US\$2,000 cash prize**. They will also enjoy extensive international media coverage and additional exposure through promotional initiatives, roadshows and an exhibition tour, leading to invaluable business opportunities.

It would be our great honour to have your members/designers participate in our competition. This provides them with a global platform to showcase their creativity and share their design aesthetic

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with the world. We would appreciate your help in recommending this competition to your members as well as anyone with a genuine passion for jewellery design.

To learn more about the competition, please visit our website, www.jnadesigncompetition.com. Should you have any questions, please email to info@jnadesigncompetition.com for further information.

With kind regards,

A handwritten signature in black ink, appearing to read 'Irene Foo', with a stylized, cursive script.

Irene Foo

Director – Jewellery Media