



ANNUAL JEWELRY DESIGN COMPETITION

Hawaii Jewelers Association is proud to celebrate another year of Hawaii's jewelry designers with our Annual Jewelry Design Competition. We encourage you to share your original jewelry creations from the past year along with your inspiration in creating these pieces with your fellow HJA members.

Online voting for the People's Choice awards in each category will be held from Friday, October 22 through Sunday, October 31 via the HJA Facebook page (<https://www.facebook.com/hja1949>). Finalists and Winners will be announced on Monday, November 1st, 2021.

We pleased to announce that our 2021 judges will be:

- Allyson Blair, Hawaii News Now
- Brook Lee, Miss Universe 1997
- Nadine Kam, Star Advertiser

DESIGN COMPETITION RULES & INFORMATION

Competition Categories

The four competition categories that entrants may submit pieces for are:

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|-----------------------------|---|
| 1. Jewelry Under \$3,500 | Any jewelry design with a retail price under \$3,500 |
| 2. Jewelry \$3,500 and over | Any jewelry design with a retail price of \$3,500 and over |
| 3. Hawaiian Theme Jewelry | Any jewelry designed with a Hawaiian theme or inspired by Hawaii. |
| 4. Estate Jewelry | Any estate jewelry piece. Entries will be subject to a "People's Choice" only vote. NOTE - There will not be an Estate Jewelry category in 2021. |

Judging

Except for the Estate Jewelry category, a panel of three judges will score each entry. The entries will be evaluated in the following criteria with maximum points for each noted:

<u>Criteria</u>	<u>Maximum Points</u>
1. Overall Design	40
2. Marketability	20
3. Practicality/Wearability	20
4. Craftsmanship	20

Each judge will award a maximum of 100 points for the entry. The points of all three judges will tallied to determine the winner. There will be three places awarded for each category. Each winner will receive a framed award certificate with your company's name and be featured on our website, social media, and other industry news.

The piece with the overall highest total points will also be awarded **Designer of The Year**.

Design Competition Rules

1. Except for the Estate Jewelry category, all jewelry must be original and designed by a HJA member in good standing at the time of the competition.

2. Except for the Estate Jewelry category, the entry piece must have been produced within the last 18 months.
3. Only precious metals (gold, silver, or platinum) may be used.
4. All gem stones must be genuine. Any enhancement or treatments must be fully disclosed.
5. A designer may enter a maximum of one entry in each competition. There is no limit to the number of individual designers entering who are employed by the same HJA member/company. There is no limit on the number of estate/vintage entries per HJA member/company.
6. All entrants waive any and all claims against the Hawaii Jewelers Association (HJA), its individual members, officers, or any HJA representative, associate or employee for any issue arising from the handling, condition, loss or theft of the jewelry being submitted for competition entry.
7. The entry piece(s) must be delivered by **Thursday, October 14th, 2021 by 5:00 PM to Opal Fields** (International Market Place, Waikiki).
8. All competition entry piece(s) are to be submitted with a completed and signed competition application form indicating that the entrant has reviewed, understands, and agrees with all the competition rules.
9. Entry fees are non-refundable, please pay in full to: **"Hawaii Jewelers Association"**



Hawaii Jewelers Association Jewelry Design Competition – Entry Form

2021 Design Contest Fee Schedule (per company):

- \$75 Single Entry
- \$70 Per Entry - 2 Entries (\$140 total)
- \$60 Per Entry - 3 Entries (\$180 total)
- \$55 Per Entry - 4 or more Entries (\$220 for 4 Entries)

Please complete one entry form per piece. The entry articles must be delivered by **Thursday, October 14, 2021 5:00 PM to Opal Fields** (International Market Place, Unit 196, 2330 Kalakaua Blvd, Honolulu – by the Tesla dealership).

Competition Category (Check One):

- 1. Jewelry Under \$3,500 Retail
- 2. Jewelry \$3,500 Retail and Over
- 3. Hawaiian Theme Jewelry
- 4. Estate Jewelry

Entrants Name: _____ Company Name: _____

Mailing Address: _____

Email: _____ Telephone: _____

Entry Piece Title: _____

Retail Selling Price: \$ _____

Description/Disclosures: _____

As a HJA Jewelry Design Competition entrant, I have reviewed and agree to the HJA Design Competition rules.

Signature: _____ Printed Name: _____

Date: _____

For further inquiries regarding the Jewelry Design Competition, please contact Jewelry Design Competition Committee Chair, **Tom Wheeler** at **Opal Fields** (International Market Place, Waikiki). Phone: (808) 949-3982, Email: tom@opalfields.com

After the Design Contest, entrants who wish to know how they did relative to the scoring system may request an email with their score (per entry) along with a score break-down for each of the judging criteria. The total score of the winning entry for the same category will be listed for comparison. This feedback is intended to help designers see how they did and what areas they need to focus upon in the future.