

COUTURE



Couture Design Awards 2009 SUBMISSION AND VOTING GUIDELINES

www.couturedesignawards.com

revised 5/5/09

Welcome to Couture Design Awards 2009. Below are the guidelines for submitting your design for this year's awards program.

The **Couture Design Awards 2009** will feature several enhancements this year, adding to the designers' experience, participation and promotional opportunities.

Participating in Couture Design Awards 2009 offers designers extensive exposure before, during and after Couture 2009. In 2008, Couture introduced online voting which gave all submissions extensive pre-show exposure with more than 10,000 site visits leading up to the Couture 2008 show.

In 2009, Couture will be leveraging the power of the internet and our consumer and luxury media partners. As a participant you will receive global exposure before and during six days of Couture 2009 as a nominee and/or winner. You will also benefit from extensive promotion after the show through Couture's media partnerships. Category winners will be featured in trade press, national and international consumer press, as well as luxury print and online publications.

How Couture Design Awards 2009 Program Works?

The Submission Process

You will receive an official email invitation from Couture including your username and password to access the website and begin submitting your entries starting April 13, 2009. Please note the website will not be accepting submissions before April 13, 2009. If you do not receive this email by April 13, 2009, please contact Maria.Palombini@nielsen.com or call +1.646.654.4959.

- Step 1: Visit www.couturedesignawards.com and enter your username and password which will be assigned to you via email from Couture
- Step 2: Complete the questionnaire including company name, booth number, contact name, email address, telephone number, and display requirements
- Step 3: Upload your entry (1 entry per exhibitor)
- Step 4: Once the green progress bar is 100% complete, click the link "Click Here to Review Your Entry"
- Step 5: Use the Details/Edit link next to each image to select a Design Category
- You're finished!

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Couture Design Awards Categories:

- Best "New to Couture" – *Open to "first-time" Couture exhibitors only*
- Best Design in Gold
- Best Design in Platinum
- Best Design in Diamonds
- Best Design in Colored Diamonds
- Best Design in Colored Gemstones
- Best Design in Pearls
- Best Design in Silver
- Best Design in Bridal
- Best in Timepiece – *New in 2009!*
- Best in Men's Jewelry – *New in 2009!*
- Best New Design Trend – *New in 2009!*

(see category submission guidelines on page 5)

Important Submission Notes:

- Entries may only be submitted online
- Entry submissions will begin April 13 through May 11, 2009. Entries cannot be accepted after this date as online voting will begin May 12, 2009.
- Each exhibitor may enter only one piece of jewelry per category and may enter submissions for up to three (3) categories. Each category entry must be unique (i.e. exhibitor cannot submit the same design for multiple categories)
- All submission images cannot include logo, initials, signatures, or any other identifier that would allow the viewers to know who designed the piece. The entry will be anonymous to the voter.
- No sets or suites will be accepted except for the bridal category. Bridal submissions may include a "set" (engagement ring and wedding band) but it **cannot** be a "suite" (i.e. necklace, bracelet, etc).
- Please make sure you specify the entry category on the online entry form. Entries submitted in any of the categories should be largely representative of that specific category (i.e. platinum category should be predominantly platinum)
- On the submission form, please indicate the following regarding watches, bracelets and necklaces:
 - exact size of entry
 - if the entry is flexible or not
 - How the entry should be displayed (laid flat or shown closed, vertically or horizontally, etc.)
 - In the case of pendants, please indicate whether a chain will be provided, if so, what type (flexible or not, choker, etc.)
- Please note that Couture will review and approve each design submission prior to its actual posting on the Couture Design Awards Website.
- All submitted pieces must be brought to Couture 2009. Category finalists will be announced at the Couture 2009 Welcome Reception on the evening of May 27, 2009 at the Sunset Terrace at the Wynn.
- Category finalists will have their piece display in the Couture Design Awards 2009 Gallery on the main Collections Floor beginning May 28th.

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All uploaded submissions will be reviewed by Victoria Gomelsky, executive editor at the Nielsen Jewelry Group, who has actively written about the jewelry and watch industry across the globe for more than 9 years. Victoria Gomelsky will oversee the Couture Design Awards 2009 program and play an active role in the program development, reviewing all submissions to ensure all official requirements are met, and ensure the integrity of the data coming from the online and on-site voting systems has met all requirements. Victoria will also act as a resource for exhibitors who have questions regarding category criteria or suggest appropriate categories for submissions when requested.

For Category Submission Criteria Questions?

For category criteria questions, please contact Victoria Gomelsky at victoria.gomelsky@nielsen.com

For Technical Questions?

If you have are experiencing technical issues when uploading your images, contact Maria Palombini at +1.646.654.4959 or maria.palombini@nielsen.com

COUTURE DESIGN AWARDS VOTING PROCEDURE

All submitted entries will appear anonymous. Submissions will only be posted according to selected category. Couture Design Awards 2009 voting process includes three important parts:

1. "Round 1" will include "open" online voting by the Couture jewelry retailer community and online "closed" voting by Couture's distinguished audience of exhibitors, press, cornerstone retailers, and VIP retailers.
2. "Round 2" voting will take place on-site during Couture 2009 where ONE representative from each company will cast their vote in each category

Victoria Gomelsky will review all voting data, both online and on-site, to ensure the rules and the integrity of the voting date have been satisfied.

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Part 1: "Round 1" Voting

Starting May 13, 2009 the Couture community (editors, retailers and all other visitors) will be invited to submit their online votes for their favorite designs in each category. There will be "open" voting where the Couture jewelry retail community and other site visitors are invited to cast a vote for their favorite designs. In addition, there will be "closed" voting, where cornerstone and VIP retailers, press, and exhibitors are invited to vote via a password protected site. "Round 1" voting will close Friday, May 22, 2009.

Part 2: "Round 2" Voting for the Final Three in Each Category

The final three nominees in each category will be announced at the Couture 2009 Opening Night Reception on the evening of Wednesday, May 27. The final three nominees in each category will have the opportunity to display their entries in a vitrine at Couture 2009 where "Round 2" voting will take place on-site from May 28 – 29. The piece must be brought to the vitrines the morning of Thursday, May 28 at 8 am. Jewelry placed in the vitrines must be the same as that shown on the Design Awards website.

The vitrines housing the nominated designs will be grouped by category allowing voters to easily compare the pieces and cast an informed vote. Voting at Couture 2009 is open to confirmed registrants; each registrant (exhibitor, retailer, and press) may cast only ONE vote per category. Each registrant will be required to enter their Record ID printed on their badge at the time of on-site voting. Voting begins on Thursday, May 28th at 9:00 AM and ends at 5:00 PM on Friday, May 29, 2009. No late ballots will be accepted.

Part 3: "And the Winner is..."

All finalists and winners in each category will be honored at an invitation-only reception on Saturday, May 30th at 6:00 pm.

Winning Package

Each "Best in Category" winner will receive a spectacular award; and the finalists will receive honorable mention at the awards presentation and on all at-Couture 2009 promotions and press releases. All finalists and winners will be featured on the Couture Design Awards 2009 website leading up to Couture 2010. All category winners' jewelry photos will appear in a two-page spread of September 2009 issue of National Jeweler magazine and Couture International Jeweler. Plus additional print and online coverage will be placed in various consumer media publications highlighting winners in respective categories.

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Category Submission Guidelines for Couture Design Awards 2009

- **Best Design in Platinum**
Entries must be comprised of a minimum of 90% platinum; in addition, the entry may not have more than 25% of its surface area covered by other materials (i.e., gemstones).
- **Best Design in Diamonds**
Entries must feature a colorless diamond center-stone or be comprised of a minimum of 75 % colorless diamonds, with not more than 25 % made up by other materials (i.e., gold, gemstones).
- **Best Design in Colored Diamonds**
Entries must feature a colored diamond center-stone or be comprised of a minimum of 75% colored diamonds, with not more than 25% made up by other materials (i.e., gold, gemstones).
- **Best Design in Colored Gemstones**
Entries must feature a colored gemstone center-stone or be comprised of a minimum of 75% colored gemstones, with not more than 25% made up by other materials (i.e., gold, diamonds).
- **Best Design in Pearls**
Entries must feature a pearl centerpiece or be comprised of a minimum of 75% pearls, with not more than 25% made up by other materials (i.e., gold, gemstones).
- **Best Design in Silver**
Entries must be comprised of a minimum of 90% silver; in addition, the entry may not have more than 25% of its surface area covered by other materials (i.e., gemstones).
- **Best Design in Bridal**
Entries must be promoted as bridal pieces, be they rings, hair ornaments or pendants; in addition, entries may be comprised of sets but not suites.
- **Best Design in Gold**
Entries must be comprised of a minimum of 90% gold; in addition, the entry may not have more than 25% of its surface area covered by other materials (i.e. gemstones).
- **Best in Timepiece**
Entries must tell the time!
- **Best in Men's Jewelry**
Entries must be designed and promoted as men's pieces.
- **Best New Design Trend**
Entries must be comprised of an alternative material not commonly used in fine jewelry (i.e., unusual metals or gem materials) or represent a cutting-edge fashion trend that

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has not been promoted to the industry.

- **Best New to Couture**

Entries must be from a designer who has never shown at the Couture Show.