

Town&Country
2008 **Couture Design Awards**

DESIGN AWARDS SUBMISSION AND VOTING
PROCEDURE

www.couturedesignawards.com

Welcome to the 2008 Town&Country Couture Design Awards. This is your official invitation to submit designs for this year's awards.

This year the awards reach out to tap into the power of the Internet, making the submission process simple, and the benefits tremendous. Your work will be viewed and judged by the Couture community in advance of the show, giving you valuable exposure to retailers before they get to Couture. The top designers in each category will have the opportunity to display their entries in vitrines at Couture for final voting. Winners receive not only the acknowledgement of your peers in the Couture community, but the chance to win prizes like valuable promotion space in Town&Country and discounted booth space at Couture 2009.

Use this link and login to the website: www.couturedesignawards.com
You will receive an email with your username (email) and password from Couture. If you have not received this email, please let us know by emailing Barbara.Blaskowsky@nielsen.com.

Submission Process:

Once you are logged in follow these simple steps:

- * Fill out the questionnaire (company name, booth number, contact name, email address, telephone number, display requirements)
- * Upload your entry (1 entry per exhibitor)
- * Once the green progress bar is 100% complete, click the link "Click Here to Review Your Entry"
- * Use the Details/Edit link next to each image to select a Design Category
- * You're finished

Contest Categories:

Best Design of the Newcomers – New this year, open to new exhibitors only
Best Design in Gold
Best Design in Platinum
Best Design in Diamonds
Best Design in Colored Diamonds – New this year
Best Design in Colored Gemstones
Best Design in Pearls

Best Design in Silver
Best Design in Bridal
Best Design in Palladium – New this year
Best Design in Tanzanite – New this year
Best Design in Haute Couture (custom, one-of-a-kind, pieces)

Important Notes:

- **All entries must be submitted online only.**
- All entries must be uploaded **no later than May 2nd. Entries will not be accepted after this date.**
- Only **ONE** piece of jewelry in one category selection can be entered per exhibitor. No sets or suites will be accepted. 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).
- The Bridal Category is the exception to the above rule. Bridal “sets” are permissible, but **must** be a set (i.e. engagement ring and wedding band) and not a “suite” (i.e. necklace and ring, bracelet and ring, etc.).
- On the questionnaire, 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 Town&Country will approve each design submission prior to its actual posting on the Web site.
- All category finalists must display a physical design piece in the vitrines at the show beginning May 28th.

Questions?:

If you have additional questions or concerns regarding your entry, please do not hesitate to contact Mary Ellen Barone, Town&Country at 212.903.5073, mbarone@hearst.com or Barbara Blaskowsky, Couture at 703.488.2769, barbara.blaskowsky@nielsen.com.

COUTURE DESIGN AWARDS VOTING PROCEDURE

Utilizing an online voting mechanism will ensure that your work will be viewed and judged by the Couture community in advance of the show, giving you valuable exposure to retailers before they get to Couture. The top designers in each category will have the opportunity to display their entries in a vitrine at Couture for final voting. The final voting process at Couture will determine the two finalists and the winner.

The Primaries:

It all begins with the Primaries. Once all the images are loaded, the site goes live to the Couture community. Numerous marketing messages will drive retailers to the site to vote. Voting in the Primaries determines the design category finalists and attendees who then move on to the final voting stage for Best in Category and are eligible to win awards. Only the category finalists will have their product displayed in the vitrines located in the Design Corridor at the hotel. All Town&Country clients will automatically have their design entry displayed in a vitrine.

Voting in the Primaries is open to anyone registered to attend Couture. This includes all retailers, exhibitors and media.

Primary voting is held from **May 5th** to **May 21st** only. Voting will be closed after that date.

After the Primary votes are tallied, the finalists from each category will move on to the final voting process.

Finalists in Each Category:

Best Design of the Newcomers – Top 5
Best Design in Gold – Top 15
Best Design in Platinum – Top 5
Best Design in Diamonds – Top 10
Best Design in Colored Diamonds – Top 5
Best Design in Colored Gemstones – Top 15
Best Design in Pearls – Top 5
Best Design in Silver – Top 5
Best Design in Bridal – Top 5
Best Design in Palladium – Top 5
Best Design in Tanzanite – Top 5
Best Design in Haute Couture – Top 10

Category finalists will be identified and notified on **May 23rd** latest. Jewelry must be available on May 27th to be placed in a vitrine. Jewelry placed in the vitrine must be the same as that shown on the Web site.

Final Voting During Couture:

The vitrines housing the nominated designs are grouped by category allowing voters to easily compare the pieces and cast an informed vote. Voting at Couture is open to only ONE representative from each exhibitor, retailer and media affiliation.

Voting begins on Wednesday, May 28th and ends at noon on Friday May 30th. No late ballots will be accepted.

Three designs from each category will receive an award, with one winning Best in Category. All final nominees and winners in each category will be honored at an invitation-only cocktail reception on Friday, May 30th at 6:00 pm. If your jewelry design has been nominated, representatives from Town&Country will come to your Couture booth between 4 pm and 5 pm on Friday to present you with your invitation to join us for the award presentations at 6:00 pm. The Best In Category winners will be announced at the reception.