

Immediate Release

The Haute 5th MIJF Jewellery Design Awards Reveal Young Jewellery Designers of The Year!

Kuala Lumpur, Malaysia: In conjunction with the annual jewellery exhibition, Malaysia International Jewellery Fair (MIJF) 2015 proudly presents the most anticipated jewellery design competition – 5th *MIJF Jewellery Design Awards 2015*. The awards has successfully attracted about three hundred young jewellery designing and art students from 13 countries such as Singapore, China, Taiwan, Hong Kong, Switzerland, Korea, Indonesia, India and Malaysia to participate in this prestigious jewellery design competition.

The session for selection of winners has come to an end, and the panel of judges were very glad and surprised that many of Malaysians' artworks had outstand the others this year, compared to Malaysians were being led by designers from other countries in the previous edition. The winning names go to:

Wong Pin Wei – Necklace Category (Malaysia)

Leong Wei Yih – Earrings Category (Malaysia)

Toung Kah Kei – Bangle/Brooch Category (Malaysia)

Kwan Chee Wien – Ring Category (Malaysia)

The selection of winning artworks was based on the aspect of designs' originality, creativity and innovativeness, market appeal, wearable and relevancy to topic. A total of RM 12,000 cash price will be given out by our sponsor, Amee Philips Sdn Bhd, to the four young and talented winners. The sponsor will then turn the design artworks into real dazzling jewellery pieces and it will be showcased at the upcoming MIJF 2015, and also be marketed at sponsor's retail outlet.

One winner for The Outstanding Award will be selected out of the four winning designs, and it will be based on online voting in Facebook and on-site voting during MIJF. 40% will goes to the online votes, while the rest of the 60% on-site votes will be determined by public visitors throughout the 4-day MIJF 2015. The Outstanding Award winner will be entitled to hold a nine weeks Jewellery Design Class Scholarship (sponsored by Gemological Institute of America [GIA] Thailand), and an internship opportunity with Amee Philips Sdn Bhd.

The beautiful designs from all over 13 countries are looping around the theme of “Beauteous Woman” which inspired from the phrase of *Jewellery Is A Woman's Best Friend*. The theme could be the best to define the different 'nature of instincts' and 'personalities' of a woman could have (A

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woman's beauty shall not be justify based on only appearance, but by different natural instincts representing her different 'faces').

In order to extent our vision of elevating the standard of Malaysia's jewellery industry, the born of this platform is essential to encourage the participation of the young generation. The competition has gone through great lengths of promotion and will continue to do so to reach more talented young jewellery designers from all over the world.

Great appreciations are to be expressed to our panel of judges who had spent hard times in selecting the four winning designs from hundreds of great artworks. We are glad to have the panel of judges comprising of several major industry players from the global jewellery market – Mr. Johnson Lim (CEO of Elite Expo Sdn Bhd & Founder of Malaysia International Jewellery Fair – MIJF), Madam Ameer Philips (Founder of Ameer Philips Jewellery), Mr. Ermin Siow (President of Federation of Goldsmiths and Jewellers Association of Malaysia – FGJAM), and Ms. Claudia D' Andrea (Director of GIA, Thailand Campus).

*Please see the attachment for the full lists of winners and finalists of 5th MIJF Jewellery Design Awards 2015.

<p><u>Necklace – Alluring Sexiness</u> Winner : Wong Pin Wei (Malaysia)</p> <p>Finalists: Choong Yin Hue (Malaysia) Riya Sinha (India) Fong Yee Ling (Hong Kong) Chai Yee Yee (Malaysia)</p>	<p><u>Earrings – Youth Sensation</u> Winner : Leong Wei Yih (Malaysia)</p> <p>Finalists: Wong Pin Wei (Malaysia) Shao Qingzi (China) Toung Kah Kei (Malaysia) Tan Kai Yi (Malaysia)</p>
<p><u>Bangle / Brooch – Feminine Warrior</u> Winner : Toung Kah Kei (Malaysia)</p> <p>Finalists: Saint Shwe Yee Win (Myanmar) Yap Jiah Wei (Malaysia) Nur Fateen Asyikeen Bt. Mohd Ratib (Malaysia) Jia Meng Ying (China)</p>	<p><u>Ring – Expression of Love</u> Winner : Kwan Chee Wien (Malaysia)</p> <p>Finalists: Choong Yin Hue (Malaysia) Suriyani Binti Md. Isa (Malaysia) Riya Sinha (India) Chutimon Chayutvong (Thailand)</p>



MALAYSIA'S LARGEST JEWELLERY FAIR

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