



IMMEDIATE RELEASE

### **4<sup>th</sup> MIJF Jewellery Design Awards 2014 Result Revealing**

KUALA LUMPUR, MALAYSIA: To continue the vision of elevating Malaysian jewellery industry towards international standard, MIJF Jewellery Design Awards has returned in its 4<sup>th</sup> edition in Malaysia. 4<sup>th</sup> MIJF Jewellery Design Awards has gone through great lengths of promotion among design schools in Asian region and has received more than 300 participating entries from more than 12 countries such as Malaysia, Singapore, Hong Kong, India, Taiwan, China, South Korea, Myanmar, Saudi Arabia, Thailand, Indonesia and others. To fully utilize such a great platform to all the passionate designers to show their talent, MIJF Jewellery Design Awards will expand its medium of promotion, to reach even more young designers throughout the world.

The long awaited winning entries' results are as follow. Raksha Reddy from India is nominated as winner of the Necklace Category, and Malaysia has monopolized the rest of the winning entries. Lee Hui Ying is nominated as the winner of Ring Category, Kwan Chee Wien for Earrings Category and Yap Jiah Wei won in Bangle or Brooch Category. All four winning entries will be manufactured into masterpieces by Amee Philips Jewellery, and showcase during Malaysia International Jewellery Fair (MIJF) 2014, from 18 to 21 July 2014, at Kuala Lumpur Convention Centre, Hall 4.

4<sup>th</sup> MIJF Jewellery Design Awards is given a theme of "Classic Royal" where the designers have to use their outstanding designing skills and creativity to present the luxurious status and elegance of royal back to the relevant style that given. The styles of "Classic Royal" are based on the countries in respective continents. Designers have to define the royalty styles of Europe for necklace category, (North and South) America for ring category, Africa for Earrings category and also Asia for bangle or brooch category. Judging panel will take four factors into account in selecting the award winning pieces. The factors including originality, creativity and innovativeness of design, market appeal, wearability and last but not least, topic relevance.

Out of the four winners in each category, one of them will be winning The Most Outstanding Award, together with gemmology course scholarship, sponsored by Gemmological Institute of America (GIA) Thailand. It will be based on the votes by Facebook users and also the visiting guests throughout the 4-days MIJF 2014 exhibition. Facebook votes are going to stand 40% of the final results and MIJF visitors' preferences stand the rest of 60%.



Unlike the previous style, this time MIJF Jewellery Design Awards 2014 wish to spread the winning designs on social network with purpose of testing its design's market value and preferences to related-field person and non-related field person like end users. Besides, it is also increases the interaction and excitement to the awards as the public able to see the winning entries online and then look at the winning designs turn into real dazzling jewellery manufactured by Ameer Philips that going to showcase at MIJF, also involve in choosing the most outstanding piece out of all.

Nonetheless, very much appreciation goes to the sole persons of this event. This year, the panel of judges of MIJF Jewellery Design Awards 2014 comprises of several major industry players in global jewellery market, including , Mr. Johnson Lim, (Chief Executive Officer of Elite Expo Sdn. Bhd. and founder of Malaysia international Jewellery Fair), Madam Ameer Philips, (Founder of Ameer Philips jewellery), Datuk Ng Yih Pyng, (MBA and Consultant of Federation of Goldsmiths and Jewellers Associations of Malaysia, also Group Managing Director of Tomei Consolidated Bhd), Mr Ermin Siow (President of Federation of Goldsmiths and Jewellers Associations of Malaysia and Executive Director of Poh Kong Holdings Berhad), and lastly, Vivian Wang (Director of GIA, Taiwan).

Below is the list of winners and finalists nominated in MIJF Jewellery Design Awards 2014:

<p><b><u>Necklace- [European Style]</u></b>  <b>Winner:</b>            Raksha Reddy (India)</p> <p><b>Finalists:</b>            Wanseri Mayangsari Bt Abdul Malek (Malaysia)            Riya Sinha (India)            Liow Heng Yee (Malaysia)            Jamila Khairin Bt Zainal Abiddin (Malaysia)</p>	<p><b><u>Ring- [American Style]</u></b>  <b>Winner:</b>            Lee Hui Ying (Malaysia)</p> <p><b>Finalists:</b>            Jia Meng Ying (China)            Lau Tsing Chuen (Hong Kong)            Choong Yin Hue (Malaysia)            Yang Ming Yu (China)</p>
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**Earrings- [African Style]**

**Winner:**

Kwan Chee Wien (Malaysia)

**Finalists:**

Wong Sze Wing (Hong Kong)

Gan Ai Zhi (Malaysia)

Chow Lye Shi (Malaysia)

Stella Margaretha (Indonesia)

**Bangle/ Brooch - [Asian Style]**

**Winner:**

Yap Jiah Wei (Malaysia)

**Finalists:**

Tse Pui Kei (Hong Kong)

Phoon Ming Yew (Malaysia)

Choong Kah Yi (Malaysia)

Fong Lay Man (Malaysia)

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