

IMMEDIATE RELEASE

**5<sup>th</sup> MIJF Jewellery Design Awards 2015 Is Calling All Young Design Talent**

**Impress The World With Your Unleashed Creations**

KUALA LUMPUR, MALAYSIA: The most anticipated 5th MIJF Jewellery Design Awards in Malaysia is now opened for participation! Upon its first commencement in November 2011, MIJF Jewellery Design Awards continue propel the Malaysian jewellery industry towards an international standard, and eventually transform it into a major trendsetter of the global jewellery industry via recruitment of new blood in the local jewellery design industry. All art and design students at the age of 28 and under from anywhere in the world are invited to take part in prestigious competition

Amazed by the great success from the entries last year, the 5th MIJF Jewellery Design Awards awaits with open arms for more inspiring and impressing jewellery designs from talented students, with the given theme "**Beauteous Women**" this year.

A woman's beauty should not be justify only by her appearance but also different natural instincts that representing her different 'faces', where these stunning characters in each woman line-up a wonderful 'SHE'. Thus the theme of 5th MIJF Jewellery Design Awards – "**Beauteous Women**" is holding on a believe that jewellery could be the best to define the different nature instinct and personality of a woman.

Participants are free to sign up for any of the four available categories with different sub-theme given: "**Alluring Sexiness**" for Necklace category, "**Youthful Sensation**" for Earrings Category, "**Feminine Warrior**" for Brooch/Bangle Category , and last but not least, "**Expression of Love**" for Ring Category.

The judging panel will take account of the originality, creativity and innovativeness of design, market appeal, wearability, as well as relevance of the design to the theme provided. Each winner of all four categories will win away RM3, 000 in cash. Besides, they will have their creative designs manufactured into real jewellery pieces and to be showcased at Malaysia International Jewellery Fair 2015 (MIJF 2015). Thus it provides international exposure and creates an opportunity for the winners to kick start a successful jewellery designer career.

The winner of the Outstanding Awards will be chosen out of the four original winners from the four respective categories by the visitors of MIJF 2015 , and this Outstanding Awards winner will be given a scholarship for Jewellery Design Class from GIA Thailand, as well as an internship opportunity with Amee Philips. Special thanks to our generous sponsors Amee Philips Exclusive Jewellery and GIA Thailand Campus for their support towards 5th MIJF Jewellery Design Awards.



MALAYSIA'S LARGEST JEWELLERY FAIR



21 - 24 **AUGUST** 2015

KL CONVENTION CENTRE

MALAYSIA INT'L  
JEWELLERY FAIR  
馬來西亞國際珠寶展

If you strongly believe that you have what it takes to become a jewellery designer, sign up for MIJF Jewellery Design Awards 2015 now and you are a step closer to your dream! Remember to submit your entry by 30 April 2015!

For any enquiries, contact PR & Communications department of Elite Expo Sdn Bhd at (603) 58911157, or email us at [info@eliteexpo.com.my](mailto:info@eliteexpo.com.my), and feel free to logon to our website at [www.elite.com.my](http://www.elite.com.my).