



### 3<sup>rd</sup> MIJF Jewellery Design Awards is Now Opened for Participation

Kuala Lumpur, Malaysia: The most anticipated 3<sup>rd</sup> MIJF Jewellery Design Awards in Malaysia is now opened for participation! Impressed by the great success from the entries last year, the 3<sup>rd</sup> MIJF Jewellery Design Awards is anticipating for more inspiring Jewellery design pieces from young and talented students, with the given theme "Flame of Desire".

Upon its first commencement in November 2011, MIJF Jewellery Design Awards strives to propel Malaysian Jewellery industry towards international standard and eventually transform it into a major trendsetter of global Jewellery industry by recruiting new blood in the local Jewellery design industry. The award is opened to all students of art or design schools in Malaysia and Asia, who are under 28 years of age on the day of competition.

With the given theme of "Flame of Desire", "Flame" symbolizes the eternal; passion of the young designers, their yearn for freedom, and the freedom to blaze in the fire of creativity. While the "Desire" will be their fuel to the engine of success, giving the freedom to the young designers and courage in achieving own dreams. Participants are free to sign up for any of the four categories: necklace, earrings, bangle or brooch and rings. The judging panel will thus take into the account of the originality, creativity and innovativeness of design, market appeal, wearability and relevance of the design to the theme provided.

The winner of all four categories will win away RM3, 000 cash, and their designs will be manufactured into real jewellery and showcased in Malaysia International Jewellery Fair 2013 (MIJF 2013). Not only it provides high exposure for the winners' design, this award also aims to create an ultimate career path as a successful jewellery designer for all design students. Winner for The Outstanding Award whom is chosen out of four category winners with the voting of visitors in MIJF 2013 will be given a scholarship for Jewellery Design Class from GIA Thailand. Special thanks to pristine sponsor Amee Philips Jewellery and GIA Thailand Campus for their supports towards 3<sup>rd</sup> MIJF Jewellery Design Awards.

If you are young and talented, and strongly believe that you have what it takes to become a Jewellery designer, just sign up for MIJF Jewellery Design Awards 2013 and unleash your creativity. Remember to submit your entry before 31<sup>st</sup> March, 2013. Who knows, you may have a successful career ahead of you!

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