

4th MIJF Jewellery Design Awards is Now Open for Participation

Kuala Lumpur, Malaysia: The most anticipated 4th MIJF Jewellery Design Awards in Malaysia is now open for participation! Amazed by the great success from the entries last year, the 4th MIJF Jewellery Design Awards awaits with open arms for more jaw-dropping jewellery designs from young and talented individuals, with the given theme "Classic Royal".

Participants are free to sign up for any of the four available categories: necklace (European style), earrings (African style), bangle (Asian style), and ring (American style). The judging panel will take into account 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, as well as have their creative designs manufactured into real jewellery pieces and be showcased at Malaysia International Jewellery Fair 2014 (MIJF 2014). This not only provides international exposure of the winners' designs, the awards also aims to help hammer out a career path as a successful jewellery designer for all design students.

One winner of the Outstanding Award will be chosen out of the four original winners from the four respective categories by the visitors of MIJF 2014, and this lucky individual will be given a scholarship for Jewellery Design Class from GIA Thailand, as well as an internship opportunity with Ameer Philips. Special thanks to our generous sponsors Ameer Philips Exclusive Jewellery and GIA Thailand Campus for their support towards 4th MIJF Jewellery Design Awards.

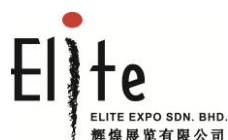
Royal families have many centuries of cultivated culture and history, and these cultures vary throughout all the different civilizations and centuries. Hence, with the given theme "Classic Royals", young designers will have to take a walk back in time into different historical cultures to be inspired and create a masterpiece worthy of royalty.

Upon its first commencement in November 2011, MIJF Jewellery Design Awards strives to 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. The award is opened to all students of art or design schools in Malaysia and Asia under 28 years on the day of competition.

If you are young and talented, and strong believe you have what it takes to become a jewellery designer, sign up for MIJF Jewellery Design Awards 2014 to unleash your inner royal! Remember to submit your entry by 31st March 2014!

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

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