

Jewellex 2014 Looks for 2014 Showstopper

Jewellex Africa, Africa's premier jewellery and watch showcase is set to take place from 2 – 4 August this year, at the Sandton Convention Centre in Johannesburg, and this year the Jewellery Council of South Africa is looking for the Showstopper of the event.

Lorna Lloyd, Chief Executive Officer of the Jewellery Council of South Africa explains: "Every year we have stunning and unique designs being showcased at Jewellex. This year, we wanted to recognise the work that goes into the design and manufacture of these pieces, by naming one piece the Showstopper of Jewellex 2014," she says.

All exhibitors at this years show are encouraged to submit a Showstopper piece, which will then be featured on the Jewellex 2014 Pinterest page. Audiences will be invited to vote for their favourite design.

In the next stage of the competition, the top-five designs will be chosen from the audience vote. These top-five Showstopper designs will then be presented to a panel of judges, which will include;

- Mark Rosenberg, Editor of Design Times;
- Greg Forbes, Lions Wing Managing Director;
- Mr. Andrew Stephens, fine jewellery manufacturer, deputy chairman of the South African Jewellery Council, and Chairman of the Jewellery Manufacturers Association of South Africa

The judges will make the final decision, and name one piece the Showstopper of Jewellex. The winner will be featured in both the SA Jewellery News Magazine and Design Times.

Press releases will be formulated around the winning design and the top-four runners up, and distributed to relevant media worldwide by Lion's Wing Brand Communications. These releases will focus on the inspiration for the pieces, the work that went into creating the piece, and profiles on the designers and manufacturers.

To enter the piece you believe is your Showstopper, please send some information and a high-resolution image of the piece to the Jewellery Council of South Africa and Lion's Wing Brand Communications – the public relations agency chosen to represent Jewellex this year.

Send to:

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More information about Jewellex can be found at www.jewellex.co.za.

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