

MALL RIVER Jewelry Design Competition 2017

MALL RIVER is a local designer brand specializing in fashion accessories. Born in 2010, today we have grown rapidly with 7 branches in Hong Kong.

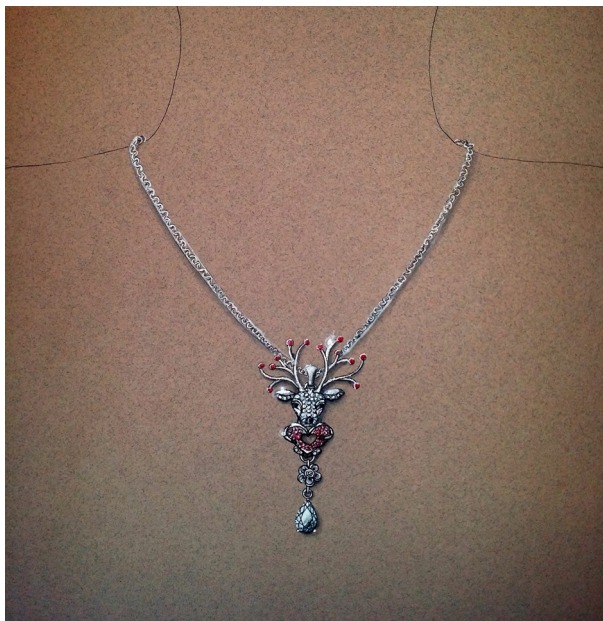
Love for Brilliance™, MALL RIVER's main value, always motivates us to provide the best for you. We express the new meaning of "luxury" by offering the unique, fashionable and high quality items at affordable price.

We care about design and we encourage local design. We believe that what the young design students needed is OPPORTUNITIES! Here is a chance to show your talent and win our prizes. Join MALL RIVER Jewelry Design Competition 2017!

MALL RIVER Jewelry Design Competition 2016

Winning Designs

Theme: **Animal Party**

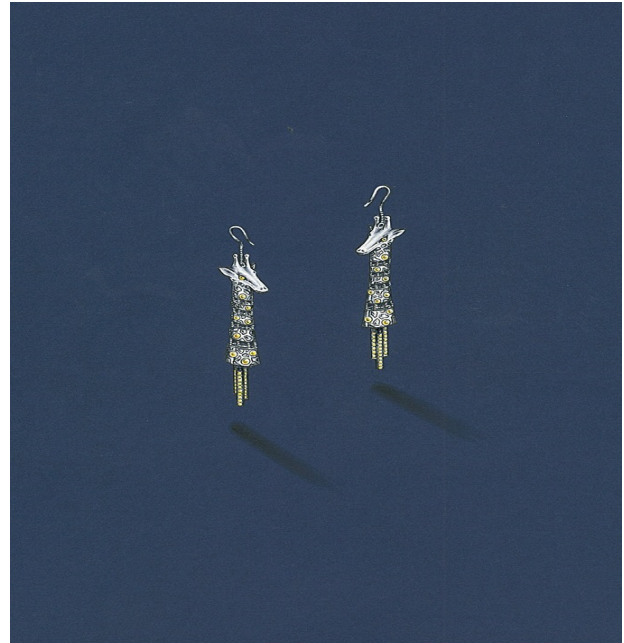


CHAMPION

Designer: Kwok Ming Wang

Name of School: Hong Kong Institute of Vocational Education (Lee Wai Lee)

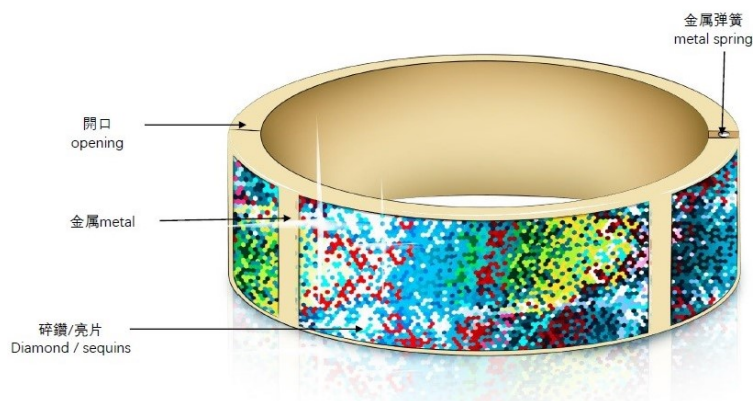
MALL RIVER Jewelry Design Competition 2017



1st RUNNER-UP

Designer: Chan Cheuk Yat

Name of School: Hong Kong Institute of Vocational Education (Lee Wai Lee)



2nd RUNNER-UP

Designer: Yip Wah Shui

Name of School: Hong Kong Polytechnic University

MALL RIVER Jewelry Design Competition 2017

RULE & REGULATIONS

THEME

Puppy Love Story

INTRODUCTION

People called first love as "puppy love". Fantasy love will combine with adorable puppy elements, through the jewelry design to express romance and happiness.

CATEGORIES

- I. Necklace
- II. Bracelet/ Bangle
- III. Ring
- IV. Earrings
- V. Pendant/ Brooch

Remark: 1) The designs could be for both genders.

- 2) Participants may submit entries to any or all categories of the competition. However, only one entry can be submitted for each category.

ELIGIBILITY

All participants must be part-time/full-time students of a Hong Kong registered school currently.

Remark: All participants are required to provide one copy of a valid student card.

HOW TO APPLY

Please complete the application form with the design and return by email pr@mallriver.com on or before 12 June 2017.

SUBMISSION REQUIREMENT

- I. Entry form is available for download at www.mallriver.com.
- II. Graphic file should be in AI/ JPEG/ PNG format with a maximum size of 3mb for each file. One file for one design only.
- III. A brief description in Chinese or English (no more than 150 words) is required for each design.
- IV. All designs are required to follow MALL RIVER's style and workmanship. (Participants are advised to study MALL RIVER at www.mallriver.com and <https://www.facebook.com/MALLRIVER.page>.)

MALL RIVER Jewelry Design Competition 2017

JUDGING

Entries will be judged in two stages:

- I. By 7 July 2017, 10 designs will be selected as finalists for the final round of the competition.
- II. The 10 finalists can modify their design according to the instructions and guidelines provided by MALL RIVER. Finalists are required to submit the final design on or before 21 July 2017.

JUDGING CRITERIA

MALL RIVER judging panel (70%):

MALL RIVER judging panel will take into account the following factors in the selection of award winning designs:

1. Creativity (30%)
2. Aesthetics (30%)
3. Topic relevance (20%)
4. Marketability (20%)

Voting (30%):

The 10 finalists will be posted on MALL RIVER Facebook fan page

<https://www.facebook.com/MALLRIVER.page> for voting from 28 July to 11 August 2017 noon. The design that receives the highest number of “like” will be awarded the “Most Popular Jewelry Design Award”.

The voting result and winner will be announced in late August 2017 on MALL RIVER fan page.

ANNOUNCEMENT

The final result will be released in late September 2017 and will be uploaded to MALL RIVER Facebook fan page in September. All winners will be notified by email individually.

MALL RIVER Jewelry Design Competition 2017

PRIZES

Champion

- One physical product of your design and launch your design in the market
- Gain exposure in MALL RIVER stores, shopping malls and local media
- A chance to be our designer
- One certificate
- HKD 3,000 cash reward
- HKD 5,000 MALL RIVER cash coupon

1st Runner-Up

- One physical product of your design and launch your design in the market (not guaranteed)
- Gain exposure in MALL RIVER stores, shopping malls and local media
- A chance to be our designer
- One certificate
- HKD 3,000 MALL RIVER cash coupon

2nd Runner-up

- One physical product of your design and launch your design in the market (not guaranteed)
- Gain exposure in MALL RIVER stores, shopping malls and local media
- A chance to be our designer
- One certificate
- HKD 1,000 MALL RIVER cash coupon

Most Popular Jewelry Design Award

- One certificate
- HKD 1,000 MALL RIVER cash coupon

Certificate of Merit (7 prizes)

- One certificate for each winning entry
- HKD 500 MALL RIVER cash coupon for each winning entry

Certificate of Participation

- One certificate for each participant

MALL RIVER Jewelry Design Competition 2017

TERMS & CONDITIONS

FOR DESIGN

- I. All submissions must be original design. If there are any claims on intellectual property, MALL RIVER shall not be responsible for such claims.
- II. No any registered trademark or logo should be included in all designs.
- III. Designs that have received awards in other competitions will not be accepted.
- IV. Any late submission or those do not follow the submission format will be resulted in disqualification.

FOR COMPETITION

- I. MALL RIVER will retain all rights for printing, publishing and exhibiting the winning entries or other selected entries at their discretion.
- II. The ownership of copyright in all formats of all winning entries will be vested in MALL RIVER. The winners can publicize their winning designs in their personal profile. MALL RIVER has the right to make alternation to the winning designs and produce them without prior notice or any compensation to the participants concerned.
- III. MALL RIVER reserves the rights to make any changes without prior notice.
- IV. MALL RIVER has the full right to reject or disqualify any entry or withhold the presentation of any award to any entry.
- V. MALL RIVER reserves the rights to make all final decisions.
- VI. If there is any conflict between the Chinese version and the English version, the English version prevails.

Enquiry

For more information, please contact Miss. Wong at 3998 4534.

MALL RIVER Jewelry Design Competition 2017

Application Form

Name: _____ (Eng) Name: _____ (Chi)

Email: _____ Contact Number: _____

Address: _____

Institution: _____ Student ID: _____

Program: _____ Mode of Study: Full Time / Part Time

Category: _____

Remark: One application form for one design only. For submitting more than one entry, please fill in a new application form.

Title of the work: _____

Description:

I have read and agree to all terms and conditions of the competition.

Signature: _____ Date: _____

Please send this application form and designs to pr@mallriver.com on or before 12 June 2017, with subject "MALL RIVER Hong Kong Jewelry Design Competition 2017".