

South African Jewellery Week is proud to announce SAJW//2020.

Due to the current Covid-19 pandemic we are currently going through, a decision was made to extend the design submission deadline to 30 November 2020. Please read below for subsequent overall deadline date changes.

This is the 2nd annual South African Jewellery Week and this year it will be bigger and better. For this year's event we will be having a runway show where participating designers will be given an opportunity to showcase their work in front of a live audience. There will be 2 categories for the show which are:

1. New talent category (University students and apprentices)
2. Professional category (professionals working in industry)

The event is open to young and ambitious designers, as well as, established jewellers. Designers are expected to create wearable, bold and expressive statement jewellery collections. SAJW affords young jewellery talent an opportunity to impress audiences with their skill alongside established jewellery designers. The work should be unique, versatile and relevant to the South African market. Along with the beautiful jewellery that will be showcased, the event intends to highlight contemporary South African jewellery and for consumers to witness the value in the work jewellers do.

The goal is for South African designers to gain recognition globally for a design aesthetic that speaks to an African identity unique to our country. It is to shift the narrative of what South African contemporary jewellery is and for diverse designer aesthetics to be celebrated for their uniqueness.

SAJW Buyers lounge (Open to professional only)

As part of the selected jewelers to take part, you will be granted access to the exclusive *SAJW buyers lounge*. The buyers lounge is a space that is designated for buyers from retail stores, boutiques and vendors to come and have 1st view of your collections. This is an opportunity for you to network and build business relationships with well-known retailers.

Please note: All designer work in the Buyers lounge should be retail ready and your business processes should be in place to ensure that designers are able to deliver orders in timeous fashion.



- New talent category

SAJW new talent category is open to 2nd, 3rd and postgrad students from any jewellery design universities/colleges in the country. It identifies the designers of the future, and for the designer it is a fantastic platform to create brand awareness.

We believe that in today's age the youth ought to be empowered to create a bright future for themselves as well as the economy. They should also be empowered to utilize their creativity, innovative thinking and skillsets to uplift themselves.

- Professional category

SAJW professional category is open to established jewellery professionals in the South African Jewellery Industry. The South African jewellery industry has a wealth of talent and jewellery brands that are making a name for themselves both locally and internationally.

The winners and runners-up of the runway event for the *New talent* and *Professional* category will be announced at a gala ceremony on **7 September 2021**. The runway showcase will run **from Friday 3 September 2021 until Tuesday 7 September 2021**.

Qualified judges will ensure works selected will be deserving of their inclusion in this well-established niche market. All pieces on the runway will be for sale, presenting an opportunity for the public in attendance to add jewellery to their collections.

- Below find all the [runway event information](#), [conditions of entry](#) and [deadline dates](#) for participation.

IMPORTANT DATES (DEADLINE DATES WHICH MAY BE SUBJECT TO CHANGE).

- Deadline for entries (electronic only) – **Monday 30 November 2020 (NEW DEADLINE)**.
 - **Entry forms and concept drawing/CAD portfolio** – [see conditions of entry](#). Entry forms to be sent soon.
- Judging: **15 – 30 Jan 2021**.
- Announcement of runway finalists and participants: **6 February 2021**.
- Quality checks/vetting round 1: **29 May 2021**
- Quality checks/vetting round 2: **3 July 2021**
- Dress rehearsal 1: **21 August 2021**
- Dress rehearsal 2: **28 August 2021**
- Opening event: **3 September 2021**
- Gala event / winners announcement: **7 September 2021**



SELECTION

- All entries will go through a selection process by images.

Selectors reserve the right to reject any unsuitable pieces entered for the runway event

The selectors' decision will be final and no correspondence will be entered into.

The awards will be chosen from the selected works.

All entries must be submitted by **16:00, Monday 30 November 2020**. See deadline dates enclosed.

No late entries will be entertained.

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CONCEPT DRAWING PORTFOLIO FOR SELECTION

For each work you submit (5 – 10 proposed pieces) you are required to send a rendered perspective drawing/CAD showing the work in detail and different angles of each piece. Be aware that these drawings are what your work is being selected on - so be sure to submit the best drawings possible. These drawings should be medium size and **no more than 1mb each**.

CONDITIONS OF ENTRY

1. The jewellery pieces must have been completed in time for the second quality checking/vetting process **3 July 2021**.
2. Entries must be own, original work in concept and **should not have previously been entered into a competition or exhibition**.
3. Designers may enter minimum 5 – 10 max pieces of jewellery. Based on SAJW's judging process, a final decision of selected pieces will be made.
4. Work accepted will receive a reference number; that must be attached to the actual work on the day of delivery.
5. All Jewellery entered must be for sale. The selling price must remain the same as the selling price reflected on the entry form.



6. Participants are responsible for insuring their work during transport; to and from the runway venue. Although all reasonable care will be taken in handling of the work, SAJW, the organisers and the runway venue do not hold themselves responsible for any loss or damage whilst work is in transit.
7. The event is going to be centered around a runway and as such the show will be modeled on the blueprint of a runway fashion show. Participants are responsible for the positioning of jewellery on the models to make sure the pieces are displayed in line with the vision of the designer.
8. The selection panel and/or organisers have the right to refuse to accept or display jewellery that are difficult to wear, display, install, transport or handle.
9. The selection panel and/or organisers have the right to refuse to accept or display jewellery, which they are of the opinion are dangerous or potentially dangerous, or of a nature that may cause injury or damage to persons or goods.
10. No Jewellery will be accepted that incites hate speech and propaganda or violence against race, creed, gender or sexual orientation.
11. SAJW reserves the right to use photographs of pieces for publicity/marketing purposes.