

**LFW SR 2020 – Lakmé Fashion Week & Diamond Producer Association presents ‘The Real Cut Season 3’ DESIGNER APPLICATION GUIDANCE NOTES**

**GUIDANCE NOTES FOR SUBMISSION OF IMAGES FROM EXISTING OR PREVIOUS COLLECTION**

* The diamond jewellery designers should submit their original work and avoid any attempt towards plagiarism.
* Please note, the said program solicits applications from diamond jewellery designers working/associated with jewellery retailers from across India only. Please add the definition of jewellery retailer here; and mention that manufacturer designers are not allowed to enter,
* The applicant has to provide details of the jewellery retailer in the online application process.
* Any kind of inspiration used in the theme/collection should be explicitly mentioned.
* He / She should clearly highlight the theme of the collection.
* Designers should provide high quality photographs, shot against a white background without any mannequins or models and each photograph to be of size 6x9, in the presentation. The collection must showcase a mix of jewellery as mentioned below -
	+ A total of 12 images need to be sent in; each image should have only one piece/one pair (in the case of earrings) of jewellery. Each image can be from a different collection; they need not all be from the same collection.
	+ The purpose of these images is for the jury to get a good idea of your creativity in design so make sure you showcase a variety of your creations of everyday wear.
	+ The break-up of the 12 pictures you need to send in for the jury evaluation, is as below. Every image needs to enhance the beauty of the diamonds and the jewellery piece being displayed.
* 3 pairs of earrings (no. of images = 3)
* 3 rings (no. of images = 3)
* 3 bangles / bracelets (no. of images = 3)
* 3 neckpieces (no. if images = 3)
* Each piece of jewellery should be an independent image and MUST FOLLOW the specifications given below. If these specifications are not followed, the pictures will not be accepted as an entry.
* Should be static images
* Should be shot in limbo
* Should not be shot on mannequin or any display bust
* Should not be shot on any model
* Should be against a white background
* Should be exactly of 6x9 size
* Should be high resolution.
* **The diamonds used in the collection can be set in gold, white gold, rose gold or platinum**
* The collection should feature **only natural diamonds**. Coloured precious / semi-precious stones or pearls are not allowed. No coloured diamonds are allowed. Entries should have only white diamonds.
* The diamond jewellery designers must only work with diamonds paired with gold / platinum to create an exclusive range of jewellery.
* **The diamond jewellery designers must create pieces which work with pret wear clothing and not bridal wear. Additionally, the pieces should be on the lines of ‘everyday jewellery’.**
* **A single diamond in the jewellery should be 20 cents or less. Jewellery can consist of a collection of multiple diamonds. No religious symbols permitted.**

**No artificial, synthetic, lab-grown, man-made, CZ or moissanite stones can be used or submitted in this collection.**

**EVALUATION CRITERIA FOR SUBMITTED ENTRIES**

* Originality of Concept & Innovation in Design – How creative and unique is the theme/concept/elements of the proposed collection for LFW and the design philosophy of the diamond jewellery designer.
* The diamond jewellery designer will be evaluated on the basis of the submitted images from their existing or previous collections.
* Craftsmanship - What is the level of quality of the detailing and finishing of the previous samples submitted.
* Design Aesthetics - Balance of diamonds, colours (wherever applicable) or patterns used in the submitted collection. No coloured precious or semi-precious stones or pearls to be a part of the collection. No religious symbols permitted.
* Clarity of Vision - What is the level of clarity behind the design philosophy with diamonds, theme of the submitted collection and execution through the samples submitted?
* The applicant must present designs which are ‘everyday jewellery’ and can be worn with all sorts of Indian and western wear, except bridal wear.
* The applicant must propose designs which will only integrate diamonds, and which showcase the natural brilliance and beauty of diamonds.
* All the jewellery in the collection should feature only small diamonds. Though the collection can have multiple diamonds, no diamond in the jewellery can be higher than 20 cents in size. However, a single jewellery piece cannot exceed 5 carats.

**PROCESS FOR THE APPLICATION**

* Fill in the online registration form appropriately.
* Download the PowerPoint presentation template and fill in with necessary details.
* The completed presentation needs to be emailed to - **apply@imgreliance.com** (last date of submission: **5th January 2020**)
* Submitted entries to be reviewed by a Jury panel meeting (comprising of leading jewellery designer(s), fashion magazine editor(s), DPA representatives and LFW representatives.
* Post review, the panel shortlists a pool of six (6) diamond jewellery designers who would be paired with respective three (3) emerging fashion designers for an once-in-a-lifetime opportunity to create and showcase their diamond jewellery collection at ‘The Real Cut – Season 3’ show at Lakmé Fashion Week Summer/Resort 2020.
* The diamond jewellery designer has to create jewellery for 16 bodies. Please note the fashion designer who will be paired with the diamond jewellery designer will showcase 16 ensembles and hence the looks have to be planned for 16 models.
* The physical diamond jewellery needs to be made available for the fittings session and subsequently for the show in Mumbai.

**Please note:**

1. **Upon the final selection, the selected diamond jewellery designers have to take care of their travel, lodging and boarding on their own.**
2. **The organizers of Lakmé Fashion Week, Diamond Producers Association and any other stakeholder involved with Lakmé Fashion Week Summer/Resort 2020 would in no manner whatsoever be responsible for the security of the diamond jewellery sourced by the selected applicants. The responsibility for the security rests solely on the selected applicant.**