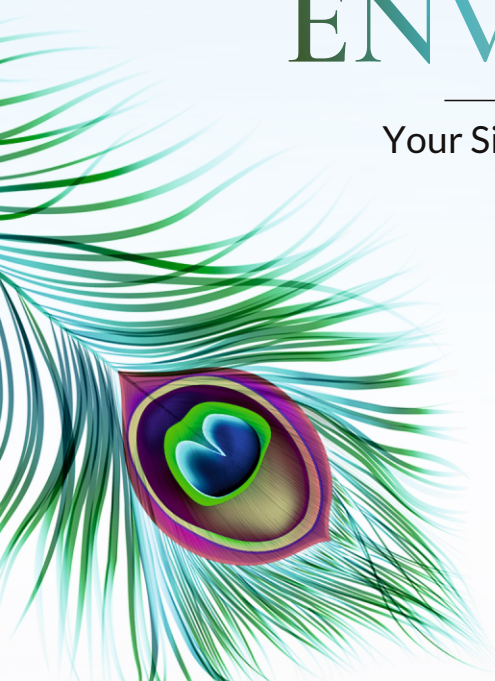


ENVISAGE

Your Sign, Your Design!



About Envisage

Are design ideas a constant source of inspiration for you? Welcome to Envisage, where ideas turn into reality. A contest for designers like you who aspire to revolutionise jewellery designing with your creativity. As a leading 'JewelTech' brand, we understand the effort and thought process that goes into creating jewellery designs. We are here with an opportunity that can launch your design vision into a full-fledged collection.

Come participate in the contest and stand a chance to get your designs featured on our website. There's more! You also get to earn while you learn with our 3 months paid internship.



About Candere

Candere is an e-commerce jewellery brand that distinguishes itself with its technology-driven user experience and inspiration driven jewellery designs. With several features to enhance users' shopping experience and make their journey seamless, we take pride in calling ourselves a JewelTech company.



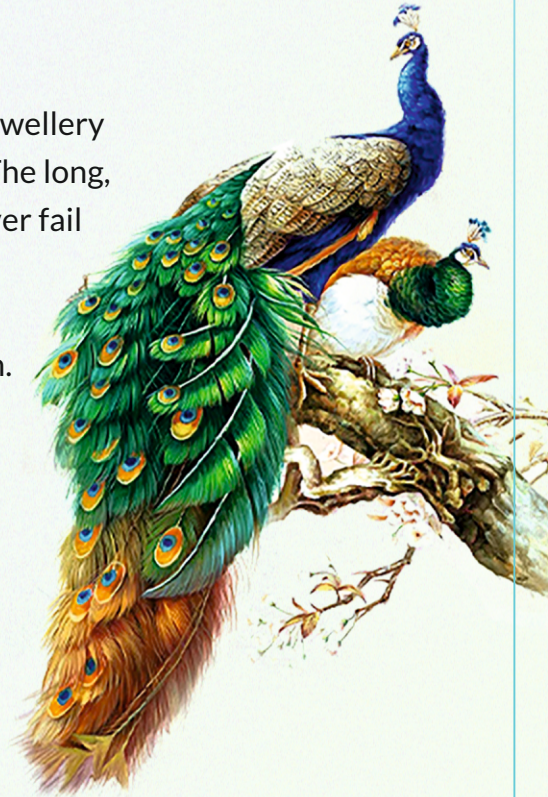


Hello everyone, I am honored to welcome you all to the designers' contest. This contest will be a platform for you to make your dream come true. Here, it's your passion for jewellery designing that will give you the opportunity to launch a full-fledged collection of your own. I look forward to a healthy & competitive spirit and I wish you all the best of luck.

Rupesh Jain
CEO & Founder

Contest Theme

Peacock is a bird for many but for jewellery designers, they are an inspiration! The long, shiny and colourful tail feathers never fail to astound us. We would like you to replicate the this beauty in your designs with your own unique touch.



Design Guidelines

1. Create the design on an A4 size Alabaster sheet only & mount the design properly on a black mount board leaving $\frac{1}{2}$ inch border on all sides.
2. The design can include any creative technique or mechanism and can also be paired with colour stones, enamelling, diamonds, etc.
3. Gold can be of any colour - yellow, white or rose. Candidates can use a mix of these colors in their designs, provided the stated Gold to Diamond Ratio (1gm : 0.06cts) is maintained.
4. The design should be commercially viable and should fit in the proposed weight range.
5. The design should be as per the chosen theme and should solve the chosen problem statement.
6. Product Weight should be within the stated limits (Earrings 3-5 gms, Necklace 8-10 gms, Bracelet / Kada 4-6 gms).
7. Ensure the design is not shabby/ torn.



Earrings

PROBLEM STATEMENT

- Many women have droopy earlobes or elongated piercings for a variety of reasons, one of which could be wearing extremely heavy earrings for a long period of time. In this situation, the studs / hoops do not fit their ears properly and are seldom worn.

DESIGN REQUIREMENT (All Designs must be inspired from the Contest Theme)

- 2 stud designs having a mechanism or technique to solve the earlobe drooping caused by large earrings.
- 2 dangle / hoop designs having a mechanism or technique to solve the earlobe drooping caused by large earrings.
- 2 designs showing your creativity. (Styling of your choice - stud / dangle / hoop).

WHAT WE NEED

- You are required to maintain the stated Gold to Diamond Ratio (1 gm : 0.06 cents)
- Total Gross Weight Range should be 3 gms – 5 gms



Necklace

PROBLEM STATEMENT

- To manage low metal weight and a good gold-to-diamond ratio.
- Women with sharp collar bones wear long, thick necklaces that do not accentuate their neck and will want to make absolutely sure the necklace sits comfortably and complements their neckline and style preferences.

DESIGN REQUIREMENT (All Designs must be inspired from the Contest Theme)

- 2 lightweight designs while maintaining the gold-to-diamond ratio.
- 2 designs based on solving the collarbone issue of the Necklace.
- 2 designs showing your creativity.

WHAT WE NEED

- You are required to maintain the stated Gold to Diamond Ratio (1 gm : 0.06 cents).
- Total Gross Weight Range should be 8 gms – 10 gms



Kada / Bracelet

PROBLEM STATEMENT

- Most cannot wear a Chain Bracelet alone.
- The component/element of the bracelet twists and tilts with the movement of the hand. This is common in chain or link designs.
- Pipe Kadas do not sit well on people with leaner wrists.

DESIGN REQUIREMENT (All Designs must be inspired from the Contest Theme)

- 2 designs based on a technique or mechanism that prevents the element or component of the bracelet from twisting and tilting during hand movements.
- 2 designs that solve the issue of Pipe Kada not sitting on the leaner wrists.
- 2 designs to showcase your creativity.

WHAT WE NEED

- You are required to maintain the stated Gold to Diamond Ratio (1 gm : 0.06 cents).
- Total Gross Weight Range should be 4 gms – 6 gms

Rules For the Contest

Please find the rules for the contest below. Kindly note that every participant has to comply with all the rules as non-compliance with any one of them might cancel your participation in the contest.

- Open for students, freshers, working/non-working professionals, freelancers, etc.
- Create the design on an A4 Alabaster sheet only.
- To add colours, use colour pencils or paint or rotring ink.
- Pick one theme and one or more product category combinations only.
- Mention the approximate weight of the jewellery along with details of other materials used.
- Provide a write-up for the same to help us know the ideology behind the creation.
- Mood board and write-up is compulsory.
- Designs must be original. Plagiarism will result in disqualification.
- All designs will be the property of Candere by Kalyan Jewellers once submitted.
- Any entries submitted after the last date will not be accepted.
- The final date for submission of entries is 5th July 22.
- Candere holds the right to select winners based on their discretion.
- This contest is for residents of India only.
- For any queries contact envisage@candere.com



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