

Alabama Jewelers Association

2025 Design Competition Rules of Entry

Eligibility

You must be a 2025 Alabama Jewelers Association (AJA) member to enter the annual Design Competition. (\$25) Entry Fee payment due prior to judging. Jewelry Design students currently enrolled at a state college or university are eligible to enter with no fee.

Rules of Entry

- **Pieces must be original designs created by the person entering the contest**
- All entries must be completed pieces, made within the past year
- Pieces cannot have been mass produced – “one-of-a-kind designs” preferred
- Pieces should not be identified or hallmarked until after the judging
- Displays must be provided by Jeweler entering the piece and Displays CAN NOT have logos of any kind on them.
- Pieces must be made of precious metals or mixed with precious metals and stones used must be genuine, natural, or cultured stones. Please no Lab Created stones such as CZ, Moissanite, Lab Created Diamond, Pearl Simulant.
- AJA reserves the right to disqualify any piece which does not meet all criteria

Details of Entry (General)

- Entrants may submit one design per category. Each piece must be submitted with a \$25 entry fee (due before judging begins).
- Entry must be at the Design Competition Desk on the morning of Sunday, April 27th at 8:30-8:45am.
- Items must be made of silver, gold, or platinum, and may contain diamonds and/or colored gemstones.
- Alternative materials accepted if the materials are suitable for retail sale
 - Category 1) Materials may cost up to \$1,000
 - Category 2) Materials may cost between \$1,001 to \$3,000
 - Category 3) Materials may cost over \$3,000
 - Cad: Cost of materials may vary

Judging

The entries are judged & voted-on by a specifically chosen group of industry professionals. When the pieces are judged, they will be identified only by number. The criteria/considerations when voting is:

a) Creative Use of Materials, b) Overall Design, c) Feasibility of Selling Item, d) Originality, e) Fashion Merit

Prizes for Alabama Jewelers

Special recognition plaques will be presented to 1st Place winners in each category. The “Best of Show” winner and the “Peoples’ Choice” winner will also receive a plaque – The “Peoples’ Choice” award is chosen by all convention attendees.

**Display, Judging, and Winner announcements at the AJA Annual Convention Sunday, April 27th,
at the Renaissance Montgomery Hotel & Spa, Montgomery, AL**

Timetable

The **Application Form is required prior to convention, no later than April 22, 2025.** All Items must have separate entry forms. Items are to be presented with displays on the morning of April 27th. Please be advised that **it is important for the office to know how many entries and categories** (i.e., ring, bracelet, pendant) **will be entered** to allow planning time, and to ensure that all items are properly displayed and numbered for judging. Failure to fill out and submit form prior to convention could lead to the piece being disqualified. If item needs specific lighting (such as a color change gemstone), the person entering the item is responsible for special lighting

Please be advised, following the finale speaker and before lunch, each jeweler must pick up and be responsible for their piece and display. Design Competition Committee cannot be responsible for jewelry AFTER the Design Competition is complete.