

DE BEERS GROUP

SHINING LIGHT AWARDS

LUXURY REDEFINED



Once again, it's time to pay homage to the wealth of design talent that exists in Botswana, Canada, Namibia and South Africa, by creating a design platform through which the creative artistry within these countries can be developed using nature's most remarkable and finest creation: the natural diamond.

The New Theme for the 2024/2025 Campaign is: **Luxury Re-defined**

Today's consumers are all about identity. They gravitate toward brands that help them to express who they are and what they are about. They value their unique identity and seek a real connection with the brands they choose. The more they relate to a brand, the more they see themselves reflected in it, and the more likely they are to buy into it.

THE 2024-2025 DESIGN BRIEF:

The entrant (the designer) must be inspired by the theme of "Luxury Re-defined."

A 3 piece collection inspired by the theme, is required and must include three of the following:

Entrants must also provide a brief description of their collection.

All entries must be submitted via email to shininglightawards@debeersgroup.com

Contestants need to share their completed applications including required documents to shininglightawards@debeersgroup.com

The "subject" of the email needs to include:

1. Country they are applying from Botswana, Canada, Namibia or South Africa
2. Award category- Business, Skills Development or Tuition

DESIGN SPECIFICATIONS:

A full collection (3-piece set) is required, all pieces must be part of the same theme.

TYPE OF PIECE	METAL TYPE	WEIGHT GUIDELINES
Ring	Platinum or white Gold	4-10g
Earring	Platinum or white Gold	5-12g
Bracelet or bangle	Platinum or white Gold	5-9g
An unconventional piece of jewellery	Platinum, Gold, Ceramic, Hycceram etc.	5-12g

DE BEERS GROUP

SHINING LIGHT AWARDS

LUXURY REDEFINED



In addition, each submission is required to include the following:

- A collection name with a brief description of 150 words.
- Storyboard showing the inspiration behind the collection.
- Design must be in Computer Aided Design/Rhino or relevant 3D design application and/or a technical drawing for the centre piece (award dependant).
- Only one hero diamond of 1 carat. All pave or embellishment must be 0.05pts or below (0.03 preferred) (Total Diamond Weight 1.50cts).

COMPETITION RULES

All entrants are required to submit their design sketches/drawings via email to shininglightawards@debeersgroup.com by **16 August 2024**.

Up to 12 designs from each country – Namibia, Botswana, South Africa and Canada - will be selected. These top 12 selected designs/collections will then be exhibited in their respective countries as the second stage of judging. Out of these 12 designs, 3 finalists from each country will compete to become the ultimate country winner of the Shining Light Awards.

Botswana, Canada and Namibia

- Must be a citizen of **Botswana, Canada*, Namibia** (permanent residence holder).
- Must be between the ages of 18-35
- Must have experience working with Computer Aided Design/Rhino or relevant 3D application (technical drawing award depended)
- Must not be a former prize winner of the Shining light Awards
- Must be a former graduate of a jewellery design/ Design or Visual Arts course or in their final year of training or have relevant work experience in jewellery manufacturing (eligible for 1st Prize and 2nd Prize)

*** Includes Landed Immigrants and permanent residents of Canada and individuals/students working/enrolled in a Canadian educational program who are working and living in Canada.**

South Africa

- Must be a citizen of **South Africa**
- Must be between the ages of 18-35
- Must have experience working with Computer Aided Design/Rhino or relevant 3D application (technical drawing award depended)
- Must have technical drawing capabilities (2nd year students are eligible for the 3rd prize)
- Must not be a former prize winner of the Shining light Awards.
- Must be a former graduate of a jewellery design course or in their final year of training or have relevant work experience in jewellery manufacturing (eligible for 1st Prize and 2nd Prize)

De Beers Group reserves the right to carry out reasonable background checks on any of the winners.

DE BEERS GROUP

SHINING LIGHT AWARDS

LUXURY REDEFINED



ENTRY FORMS:

SUBMISSION OF DESIGNS

Designs submitted must be a collection/suite of jewellery.

- All pieces must be part of the same theme.
- Designs must be original and not have previously been entered into any other design competition, offered for sale or publicly displayed. Further, the designs must not include any intellectual property rights that belong to a third party – they must be wholly and completely created, and owned, by the entrant.
- If the design is larger or smaller than the piece, the scale of the diagram must be provided as part of the design description.

NB: In the past, designs have been submitted in scales as large as 5:1. This has made rings and bracelets look like necklaces. The scale should be no larger than necessary to show design details.

Designs MAY NOT include imitation, synthetic or man-made gems; processed diamonds (treated or otherwise); other gemstones (i.e. emeralds, rubies, sapphires, tanzanite); semi-precious stones; pearls; or pieces of ivory, tortoiseshell or any materials from endangered species.

Designs that do not conform to this rule will not be accepted.

SUBMISSION SPECIFICATIONS

Entrants will need to provide their proposal, which must include the following:

- A full collection with all pieces part of the same theme;
- A Rhino or similar 3D design software programme, scale 2:1. To be submitted in PDF or High resolution JPEG
- If 3D technology is not available, an asymmetrical 2D or 3D drawing will be required scaled to at least 1:1 (please note, 2:1 is preferred);
- Technical drawings of all the submitted jewellery pieces is required;
- Only one hero diamond is allowed with a minimum size 14pts – maximum 1.5 carats. All pavé or embellishment must be 0.05pts or below (0.03 preferred);
- The material utilised must be either white gold or platinum. No other materials will be allowed (with the exception of the unconventional piece for which the entrant may use any material of their choosing); and
- A mood/story board (images) with a written description (maximum 150 words) of the idea, as well as a name for the collection.
- To facilitate judging, and to avoid misrepresentation, all entry forms must be completed in English. The form must include the name of the entrant creating the design submitted and a brief description of the piece.

DE BEERS GROUP

SHINING LIGHT AWARDS

LUXURY REDEFINED



JUDGING OF DESIGNS

Final judging will take place in October 2024. The decision of the Board of Judges panel will be final.

The winner selected will be the individual named on the winning submitted entry form - no change can be made to entry forms after submission.

The names of those entrants who are not selected as winners will not be disclosed publicly and all designs will be returned to the entrant, or destroyed, once the winners are announced.

NOTIFICATION OF WINNERS

The results of the Board of Judges decisions will be sent via email to the winners and published in local newspapers.

WINNING PIECES

Winning designs will be manufactured by a member of the De Beers Group ('the Sponsor') subject to agreement being reached between the sponsor and the entrant.

By submitting an entry form, each entrant agrees to the following:

- if a design is selected to be manufactured, the manufactured jewellery will be owned by the Sponsor; and
- the entrant will retain the intellectual property rights in the designs they have submitted.

The manufactured pieces will be held by the Sponsor for local market ad-hoc PR opportunities. The winning pieces will be shown as part of the official Shining Light collection and the entrant agrees not to have the winning design manufactured themselves (outside of the competition) for a period of six (6) months from the announcement of the winners.

PHOTOGRAPHY AND PUBLICITY

De Beers Group shall arrange official photography of the winning pieces in a style and manner to be determined at the sole discretion of De Beers Group. All intellectual property rights relating to the images will be retained by the De Beers Group but the winning entrants will be given the rights to use these images if required for specific reasons, to be agreed with De Beers Group.

De Beers Group shall also arrange for the creation of publicity materials (featuring official photography only).

The De Beers Group will work to promote appropriate coverage of the winning pieces in the consumer and trade press internationally.

CANCELLATION OF THE COMPETITION

De Beers Group reserves the right to cancel the competition at any stage, for any reason, and the decision of the De Beers Group in this regard shall be considered final. Should the competition be cancelled, upon notification to the entrants, De Beers Group will destroy all documentation and designs held on behalf of entrants.

ACCEPTANCE OF RULES

Entrants agree to comply with all the above-mentioned rules and are deemed to have accepted and agreed to them by entering into the competition. Further, by entering the competition entrants agree to have their work shown in local and international press coverage, if they are selected as one of the winners.

DE BEERS GROUP

SHINING LIGHT AWARDS

LUXURY REDEFINED



If you have any queries at all, please contact your local De Beers Group of Companies office or email shininglightawards@debeersgroup.com.

AGREEMENT

TERMS & CONDITIONS APPLY

I am submitting my design(s) as listed in this form. I have read and fully understand the rules of the competition and agree to abide by them.

I CONFIRM THAT: The diamond content of the design represents at least 60% of the total value of the materials used. This design contains not less than 1.5cts of diamonds per design. This design does not include: imitation, synthetic, or man-made gems; treated (or otherwise processed) diamonds; precious or semi-precious stones; pearls; or pieces of ivory, tortoiseshell or any materials from any endangered or protected species. My design(s) has (have) not been previously entered into other competitions and I am the sole owner of all of the intellectual property rights in the design. I am either a citizen of Botswana, Canada, Namibia or South Africa.

I ACKNOWLEDGE THAT: Promotion of the pieces is the sole responsibility of De Beers Group. If I am allocated a Sponsor (at the sole discretion of De Beers Group) who will make up my design(s) at his/her cost, I acknowledge that those diamond piece(s) will remain the property of the Sponsor who is free to sell it/them but the designs themselves will remain owned by me. I will have no financial claim against the Sponsor with regards to the sale of those made-up piece(s). De Beers Group shall arrange official photography of the winning pieces in a style and manner within its sole discretion. De Beers Group shall, similarly, arrange for the creation of publicity materials (featuring official photography only). The actual winning pieces, as well as photographs and descriptions of the pieces, and my name and photograph in connection with said pieces, may be used without my further consent in both publicity and advertising carried out by De Beers Group. De Beers Group will use reasonable endeavours to promote appropriate coverage in the consumer and trade press internationally. However, the extent of the coverage remains under the editorial control of the local media.

DESIGNS CANNOT BE ACCEPTED UNLESS ALL FIELDS ON THE RIGHT HAVE BEEN COMPLETED

FINAL SUBMISSION DATE: Friday 16th August 2024

DE BEERS GROUP

SHINING LIGHT AWARDS

LUXURY REDEFINED



CONFIDENTIAL:

PERSONAL DETAILS

Please complete this form in English.

First Name: _____ Surname: _____

Postal address: _____ Telephone: _____

Mobile: _____ E-mail address: _____

Name of Institution/Company: _____

Are you a Student or a Professional?: _____

Degrees & graduation dates: _____

LIST OF DESIGNS SUBMITTED:

Title of Collection: _____

One Solitaire Ring: _____

One Set of Earrings: _____

Unconventional piece: _____

One bracelet or Bangle: _____

Describe your collection: _____

Use less than 150 words:

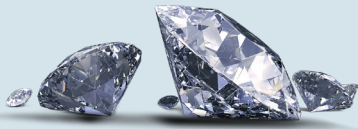
ABOUT DE BEERS GROUP

De Beers Group is a member of the Anglo American PLC group. Established in 1888, De Beers Group is the world's leading diamond company with expertise in the exploration, mining and marketing of diamonds. Together with its joint venture partners, De Beers Group employs more than 20,000 people across the diamond pipeline, with mining operations in Botswana, Canada, Namibia and South Africa. As part of the company's operating philosophy, the people of De Beers Group are committed to 'Building Forever' by making a lasting contribution to the communities in which they live and work and transforming natural resources into shared national wealth.

For further information about De Beers Group, visit www.debeersgroup.com.

SHINING LIGHT AWARDS

LUXURY REDEFINED



APPENDIX 3 – REQUIREMENTS CANADA

AWARDS	BUSINESS CATEGORY	SKILLS DEVELOPMENT CATEGORY	TUITION CATEGORY
1st Prize	BUSINESS SUPPORT <ul style="list-style-type: none"> CAD rendering for all 3 jewellery pieces Registered business (CIPC registered) ID copies of all directors Tax clearance certificate High-level business plan detailing how the enterprise will use the collection to growth their business (2 pages maximum) 	18-24 MONTHS SKILLS DEVELOPMENT PROGRAM <ul style="list-style-type: none"> CAD rendering for all 3 jewellery pieces Diploma in jewellery design or 2 years experience in jewellery manufacturing 	TUITION SUPPORT <ul style="list-style-type: none"> CAD rendering for all 3 jewellery pieces ID Copy Proof of registration or application to an accredited institution (To peruse a Jewellery related qualification)
2nd Prize	BUSINESS SUPPORT <ul style="list-style-type: none"> CAD rendering for at least 2 jewellery piece and technical the remaining pieces Registered business (CIPC registered) ID copies of all directors Tax clearance certificate High-level business plan detailing how the enterprise will use the collection to growth their business (2 pages maximum) 	12 MONTH SKILLS DEVELOPMENT PROGRAM <ul style="list-style-type: none"> CAD rendering for at least 2 jewellery piece and technical the remaining pieces Diploma in jewellery design or 2 years experience in jewellery manufacturing 	TUITION SUPPORT <ul style="list-style-type: none"> CAD rendering for at least 2 jewellery piece and technical the remaining pieces Proof of registration or application to an accredited institution (To peruse a Jewellery related qualification)
3rd Prize	BUSINESS SUPPORT <ul style="list-style-type: none"> Technical drawing for all 3 pieces Registered business (CIPC registered) ID copies of all directors Tax clearance certificate High-level business plan detailing how the enterprise will use the collection to growth their business (2 pages maximum) 	6 MONTHS DB INTERNSHIP <ul style="list-style-type: none"> Technical drawing for all 3 pieces Diploma in jewellery design or 2 years experience in jewellery manufacturing 	TUITION SUPPORT <ul style="list-style-type: none"> Technical drawing for all 3 pieces ID Copy Proof of registration or application to an accredited institution (To peruse a Jewellery related qualification)