



rebel
chique

MAN-MADE DIAMONDS BY ROYAL ASSCHER



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Rebel Chique Diamonds Design Competition Call for Entries

ENTRANT INFORMATION

Name: _____

Company/School: _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____

Phone: _____ E-mail: _____

Please use a copy of this page for **each** entry – you may enter up to five (5) designs total.

Include with this entry form the following (make sure you check the category you would like to be considered for):

CATEGORY of this entry:

Ring Necklace Earrings Bracelet Menswear Rebelwear

A profile/biography and artist's statement.

A detailed description of the design as well as the technique(s) and materials used. Descriptions for all entries should also include your best estimate of the total material costs. (you can request a Rebel Chique Price list from us at RebelChiqueContest@gmail.com)

Include a hi-res* image of each design (*at least 300 dpi), dimensions 4"x6"

E-MAIL ENTRIES to RebelChiqueContest@gmail.com

Got Questions? Call Cindy Edelstein, contest coordinator at (+1) 914-738-8485.

ALL ENTRIES MUST BE RECEIVED BY September 15, 2013

About the Competition

Rebel Chique Diamonds is putting out the call for all designers with a unique spirit to design jewelry for today's diamond client who is ready for a fresh, new take on diamond jewelry.

This global competition challenges jewelry designers to get in touch with their inner rebel to create cutting edge designs featuring Rebel Chique man-made diamonds. Rebel Chique is a new brand of laboratory-grown diamonds from the sixth-generation diamantaire Royal Asscher Diamond Company.

This fine jewelry contest invites designers of all skill levels and designing backgrounds to submit renderings – either hand-drawn or computer-created – of unique, sellable designs in 6 categories for a chance to win a trophy, \$500, some publicity and the chance to have your design put into production and sold on Rebel Chique's website or via our retail partners. The company assumes all responsibility for manufacturing and sales and offers the winning designer a bonus if their item exceeds sales goals in 2014.

The contest opens July 1st and deadlines September 15th.

GOAL

To introduce Rebel Chique Diamonds to the world with innovative design, the excitement of discovery and the inclusion of the entire design community to entice the rebel within every fashionable diamond customer.

Eligibility

All designers – professional, freelance, retailer, student and eager novices – are welcome to enter up to 5 renderings in total from our 6 categories. Entrants must be 18 years of age or older at the time of entry. By entering the contest entrants assign all rights to the design to Rebel Chique.

Enter

Hi-res digital images, at least 300 dpi, of renderings – either traditionally hand-drawn or CAD-created – that show the design in complete detail with measurements, stones, metals and techniques specified. We need your estimated materials costs – each design should be able to retail for less than \$10,000 – and you may request our Rebel Chique diamond price list from us at RebelChiqueContest@gmail.com.

There is no fee to enter this competition.

Entry Criteria

Entries must feature exclusively Rebel Chique diamonds in these parameters:

- **Size:** Rebel Chique stones come in all sizes from melee to 1-carat
- **Color:** Blue, yellow, pink, orange, green, purple and of course, colorless (white)
- **Shape:** brilliant (round), radiant, princess, asscher, and some emerald, cushion and hearts.

Metals: gold (yellow, pink, green, white, rhodium black), platinum, palladium, titanium and stainless steel.

Design must be able to retail for under \$10k to your best estimate based on current metals prices and our Rebel Chique diamond price list (request via email to RebelChiqueContest@gmail.com).

Rebel Chique/Royal Asscher reserves the right to alter the winning designs to ensure the jewel can be manufactured well and created in the desired price range. No other materials such as non-precious metals, plastic, wood, ceramic, etc. may be used. Designers will be consulted if substantive changes are needed to create the best finished jewel possible.

Entries must be emailed to RebelChiqueContest@gmail.com by the deadline of September 15, 2013.

By entering this contest you agree to having your design altered if it is chosen as a winner. You also agree to assign all rights to this design to Rebel Chique/Royal Asscher Diamonds in exchange for the prize package listed below.

Categories:

There will be one winner in each category unless the judges choose to award a tie.

1. Ring (rings for any finger or bridal for the (non)-traditional bride or groom)
2. Necklace (Bridal, what the bride or her attendants might wear or Fashion Necklace – for the office or the gala)
3. Earrings (Bridal – to wear on her most special day or Fashion Earrings – to wear every day of the year)
4. Bracelets (Bridal Bracelet – that enhances her wedding ensemble or Fashion Bracelet – any kind of arm party)
5. Men's wear (Ring – could be a man-gagement ring or just a fashion statement, Bracelet – whatever wrist action you like, Neckwear – pendants, chains or charms, Earrings – one left or one right, or not, Cufflinks – make a statement in the office)
6. Rebelwear – something beyond the scope of tradition and not fitting into any other category

Judging Criteria

Our esteemed judging panel will take into consideration these criteria when evaluating the entries:

- Design innovation
- How well the piece exemplifies the Rebel spirit
- Successful use of Rebel Chique diamonds
- Manufacturability
- Wearability
- Saleability

Prizes:

All winners of each category will receive:

- \$500
- Rebel Chique crystal trophy
- Publicity... global publicity
- the ongoing promotion of your piece, bearing your name and credentials, appearing on the RebelChiqueDiamonds.com site in the Award Winners/Guest designers category.

ADDITIONAL PRIZE: If your design is put into production there is a cash bonus based on sales by the end of 2014.

- If we reach \$50,000 sales you will receive a \$1,500 bonus
- If we reach \$100,000 in sales you will receive another \$3,500 bonus

ABOUT REBEL CHIQUE DIAMONDS

At the Royal Asscher Diamond Company we know: no matter where you are in the world, diamonds are socially coveted as the ideal most precious and glamorous accessory and therefore diamonds are still a girl's best friend. Not only society's most recognized icon of eternal love, but also its most precious emblem for commemorating special moments. They are priceless because they are scarce. They are timeless because they are indestructible. They are not yet a fixture in the daily conversations taking place around fashion and fashionable accessories.

Rebel Chique changes that.

PERSONALIZED CHIC

It's all in the name. By rebelling against the notion that diamonds are once-in-a-lifetime heirlooms, we want to tap into a mindset that embraces diamonds as high-end accessories that can change from season to season. We focus on the inherent advantages that man-made diamonds have over natural ones: they can be cultivated in colors and sizes very rarely encountered in natural diamonds. In other words, we offer a more personalized diamond experience whilst being chemically, physically and aesthetically (optically) exactly the same as natural diamonds – they only differ in the place of origin.

Rules & Regulations

Rebel Chique Diamonds Design Competition

1. ENTRY: This Contest provides contestants (each an "Entrant") with the opportunity to submit maximum five designs ("Entry Design") to Rebel Chique Diamonds, a subsidiary of Royal Asscher Diamond Company (hereafter called "the Sponsor") that will be judged and eligible for a Prize described below subject to the terms and conditions herein. To participate, send your electronic submission to RebelChiqueContest@gmail.com ("email") during the period beginning July 1st, 2013 and ending at 11:59:59 P.M. ET on September 15, 2013 ("Entry Term"). Any attempted form of entry other than as described herein is void. Entry into the Contest may only be made during the Entry Term.
2. Each Entrant represents and warrants that each Entry Design is: (a) wholly original; (b) does not incorporate or include any material that would require the consent of any third party; and (c) does not violate any copyright, trademark, publicity right, privacy right, or any other right of any third party. By creating and submitting an Entry Design in the Contest, each Entrant hereby irrevocably grants, transfers, sells, assigns and conveys the Sponsor, and each of its respective successors and assigns, all present and future rights, title and interest of every kind and nature whatsoever, including, without limitation, all copyrights, and all rights incidental, subsidiary, ancillary or allied thereto (including, without limitation, all derivative rights), in and to the Entry Design for exploitation throughout the world, in perpetuity, by means of any and all media and devices whether now known or hereafter devised (including the right to publish and display the Entry Design for purposes of advertising, publicity and/or trade, in whole or in part). The Sponsor shall have the right, in its sole discretion, to edit, composite, scan, duplicate, or alter the Entry Design for any purpose which it deems necessary or desirable, without the need for any further compensation and/or permission. Entrant irrevocably waives any and all moral rights in any submitted Entry Design.
3. Once awarded as a winner, Entry Designs become the exclusive property of the Sponsor but will be acknowledged as the creation of the Entrant. Entry Designs that the Sponsor determines are not reasonably pertinent to the subject matter of the Contest or are otherwise in violation of these Official Rules will be disqualified. The Sponsor reserves the right to disqualify any Entry Design for any reason, in its sole and absolute discretion.
4. The Sponsor shall have no obligation (express or implied) to use any Entry Design or to otherwise exploit any Entry Design or, if commenced, to continue the distribution or exploitation thereof. The Sponsor may at any time abandon the use of any Entry Design for any reason, with or without legal justification or excuse, and Entrants shall not be entitled to any damages or other relief by reason thereof. The use of any Entry Design by the Sponsor in jewellery or in other promotional materials will be determined by the Sponsor in its sole discretion.
5. By participating in the Competition, Entrants agree that Sponsor and its respective affiliates, subsidiaries, prize suppliers, and advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents (together the "Affiliates") shall not be responsible for lost, late, incomplete, stolen, inaccurate, misdirected or undelivered Entry Materials.
6. Neither the Sponsor nor the Affiliates, shall be responsible for any errors or problems of any kind whether human, printing, typographical, mechanical or otherwise relating to or in connection with this Competition, including, without limitation, errors or problems which may occur in connection with the administration of the Competition, the processing or judging of Entry Materials, the announcement of the prizes or in any Competition-related materials.
7. Sponsor reserves the right to record (photograph, copy emails, video) all levels of the Competition and use said material in any and all media now known or hereafter created throughout the world in perpetuity for any use whatsoever. Individuals present during any aspect of the Competition may be required to execute and return a

liability/publicity release which release shall include a grant to Sponsor and its designees of the right to use their names, likenesses and performance for publicity and advertising purposes.

8. Persons who tamper with or abuse any aspect of the Competition, as solely determined by Sponsor, will be disqualified and all associated entries will be void.
9. Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Competition (or any portion thereof) and, as its discretion, determine the winners from all eligible Entry Materials received prior to action taken using the judging procedures specified herein.
10. By participating, Entrants agree that Sponsor and the Affiliates will have no liability whatsoever for, and shall be held harmless by Entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in the competition, including any travel or activity related hereto (to the extent that it is permissible to exclude such liability under applicable law).
11. Each winner, by acceptance of a prize, except where legally prohibited, grants permission for Sponsor and its designees to use his/her name, address (city and state), photograph, voice, performance and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide, and on the Internet and world wide web, in perpetuity, without notice, review, approval or compensation.
12. All decisions made by the Sponsor and judges at all levels of the Competition are final and may not be disputed. Each winner will be notified by telephone, email, or express mail to the phone number, email or address listed as part of the entry process on or about September 15th, 2013. Each winner must comply with all terms and conditions set forth in these Official Rules, and winning is contingent upon fulfilling all such requirements.
13. All federal, state and local taxes (including any income and withholding taxes) on total prize value are the sole responsibility of the winners. Winners will be issued with a US Internal Revenue Service Form 1099 for actual value.
14. NATURE OF RELATIONSHIP/WAIVER OF EQUITABLE RELIEF: Each Entrant hereby acknowledges and agrees that the relationship between the Entrant and the Sponsor is not a confidential, fiduciary, or other special relationship. Each Entrant understands and acknowledges that the Sponsor has wide access to ideas, stories, designs, and other literary materials, and that new ideas are constantly being submitted to it or being developed by its own employees. Each Entrant also acknowledges that many designs, ideas, or stories may be competitive with, similar or identical to the Entrant's Entry Design. Each Entrant acknowledges and agrees that he or she will not be entitled to any compensation as a result of the Sponsor's use of any such similar or identical material that has or may come to the Sponsor from other sources. Finally, each Entrant acknowledges that, with respect to any claim by Entrant relating to or arising out of the Sponsor's actual or alleged use of any Entry Design or other material submitted in connection with the Contest, the damage, if any, thereby caused to the applicable Entrant will not be irreparable or otherwise sufficient to entitle such Entrant to seek injunctive or other equitable relief or in any way enjoin the production, distribution, exhibition or other exploitation of any Entry Design and Entrant's rights and remedies in any such event shall be strictly limited to the right to recover damages, if any, in an action at law.
15. These Competition Rules and the Competition are governed under Dutch Law. Any disputes arising between Sponsor and any third party in relation to these Competition Rules and/or the Competition shall be subject to the exclusive jurisdiction of the courts of the Netherlands (save that Sponsor shall be entitled to take action against a third party in any other jurisdiction).