



BE CROWNED

Peter Jackson
THE JEWELLER

STUDENT
DESIGNER
2019



THE COMPETITION



Luxury retailer Peter Jackson the Jeweller is calling all talented art and design university and college students to take part in a competition to be crowned Peter Jackson the Jeweller Student Designer 2019.

To mark the UK retailer's 35 years in business, students from across the North West will have the exciting opportunity to design a piece of striking jewellery, and have it beautifully handcrafted. The winner, who will be selected from a panel of esteemed judges, will be awarded the title "Peter Jackson the Jeweller Student Designer". They will have their design created for them to keep and wear and be presented with gift vouchers to the value of £250.

Peter Jackson
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PETER JACKSON THE JEWELLER STUDENT DESIGNER 2019



THE BACKGROUND



Developing a reputation as one of the leading jewellers in the North West, Peter Jackson the Jeweller is a family-owned, award-winning business, which recently celebrated 35 years on the high street.

The company's stores are based in Blackburn, Bury, Carlisle and Preston and carry a collection of high-end, luxurious and fashionable pieces, including gold and diamond jewellery, wedding rings and watches. Their selection of diamonds, which are hand-selected by Peter Jackson, the company's founder and Managing Director, offer high quality and value and range in price from a few hundred pounds to tens of thousands.

The business has won national awards including UK Independent Jeweller of the Year and UK Jewellery Manager of the Year, at the Retail Jeweller UK Jewellery Awards. The company, which opened a stunning new store in Blackburn in November 2018 to commemorate 30 years in the town, has this year been shortlisted for Retail Sales Team of the Year. The Blackburn branch has also been shortlisted for Store Design of the Year.

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THE BRIEF



Talented students are being asked to design a piece of jewellery, which can be either a charm, ring, necklace, pendant, or a pair of earrings.

The piece of jewellery should meet the following guidelines.

The design must be:

- ◆ Able to be made in either gold, including rose, yellow and white gold, or silver
- ◆ Wearable and of a practical size
- ◆ Commercial and affordable
- ◆ Either hand drawn or created using computer-aided design
- ◆ Presented in 3D, but aerial and side drawings can be included if the designer prefers
- ◆ Presented in colour. If drawn, a selection of media, such as pencil crayons and paints, can be used
- ◆ Submitted in A3 or the equivalent size in a PDF format
- ◆ Can include coloured gemstones

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THE PRIZES



Winner

In addition to being crowned the title of Peter Jackson the Jeweller Student Designer 2019, the winner will:

- ◆ Have their winning design created by talented craftsmen at Centre Jewellery in Birmingham's famous Jewellery Quarter
- ◆ Be presented with a £250 Peter Jackson the Jeweller gift voucher
- ◆ Have the opportunity to gain industry press coverage about their winning design

Runners-up

Five runners-up will each receive a £50 Peter Jackson the Jeweller gift voucher.

Finalists

The six finalists will be invited to attend a ceremony in late April, 2019, where the winner and five runners-up will be unveiled. Peter Jackson will then present all six students with their prizes.

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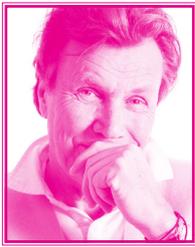


THE JUDGES



A panel of four judges will judge each jewellery design entry.

The judges are:



Theo Fennell

Theo is a renowned British jewellery designer. Often referred to as the jeweller to the stars, he is well known for designing pieces for Elton John. His jewellery has also been worn by countless A-list celebrities, including supermodel Naomi Campbell and the late George Michael.



Jane Thompson

Jane is a hugely talented florist and the owner of award-winning Lancashire company Flower Design Events. As a regular exhibitor in the professional floristry section at the Chelsea Flower Show, she has a key eye for design, creativity and beauty and knows what makes something visually stand out.

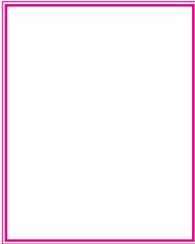




THE JUDGES



The judges continued:



Stuart Mcleish

Stuart is a Director for design and manufacturing company Centre Jewellery, based in Birmingham's Jewellery Quarter. The company is home to a team of skilled designers and crafts people who understand the intricacies that make up a quality piece of jewellery. They will not only have a say in who is crowned the Peter Jackson the Jeweller Student Designer 2019 but will also lead in creating the winning design.



Head Judge, Peter Jackson

Peter is the founder and Managing Director of Peter Jackson the Jeweller, which he established 30 years ago. Travelling regularly to New York and Antwerp, two of the world's largest diamond cutting and trading centres to hand-select diamonds for his stores, he knows all there is to know about what makes a really special piece of jewellery.





WHY SHOULD I ENTER?



The competition, which is a first for Peter Jackson the Jeweller, provides an exciting opportunity for a university or college art and design student, looking to have a successful career as a designer, to make their mark in the world of fashion and design. In addition:

- ◆ It will allow the winner to have a design of their own brought to life by a skilled craftsman
- ◆ Being awarded the title of Peter Jackson the Jeweller Student Designer 2019 could attract the attention of key people in the jewellery and fashion industries. This could help open doors that lead to exciting job opportunities
- ◆ A finalist's design could start, or add to, an impressive portfolio of work that will make them stand out at job interviews and help jump-start a professional career in design

"What we're looking for from students is a beautiful piece of jewellery that demonstrates a real sense of quality and style, with practicality and saleability in mind.

Students can choose a design that's in keeping with the latest trends in fashion, or they could design a piece that's classic and timeless. Whatever they decide, I look forward to seeing what they create."

Head judge, Peter Jackson

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WHO CAN ENTER?



- ◆ The competition is open to students studying either a BA or MA degree in an art and design course at a North West university. Or students studying a Higher National Diploma (HND) at a North West college
- ◆ Course can be full time or part time in any area of art and design, such as clothing and fashion, or a general art and design course
- ◆ There is no age limit to enter the competition
- ◆ An unlimited number of students can enter from any one college or university in the North West region

“This is a fantastic opportunity for some of the best unknown student designers, the North West has to offer, to showcase their skills and talent. They might be a college student or undergraduate studying design in Fashion, or a mature student taking a Master’s in Art and Design – it doesn’t matter. What is important is that they have a real flair and passion for design and creativity.”

Head judge, Peter Jackson

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HOW TO ENTER



Students who would like to enter this exciting competition must submit their design with a written assignment explaining the thoughts behind their piece of jewellery. This should be a maximum of 500 words and include why materials, styles, colours and other details have been chosen, and where the inspiration for the design came from.

The competition is run on behalf of Peter Jackson the Jeweller by Preston digital marketing agency every1. Students should send their design and written assignment to studentjeweller@helloevery1.com

They should also include:

- ◆ Their name
- ◆ Age
- ◆ A contact number that they can be reached on
- ◆ The name of the degree they are studying
- ◆ The name of the university they attend

All entries must be received by 5pm on the 8th of April 2019. The winner will be announced later that month.

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