



edenly presents



The “Eden, Glamour Paradise” Collection

April 2010

After such innovative and surprising products as the Diamonds Box, the online design studio and a line of jewellery designed by Claire de Divonne, edenly launched a new line of rings in collaboration with Parisian fashion school ESMOD.

edenly chose to work in line with the fashion school to create this new collection of rings under the title of “**Eden: Glamour Paradise**”.

ESMOD is a higher education school for the arts and techniques of fashion, it is the premier French fashion school and was founded in 1841 by Alexis Lavigne. The school is renowned for its teachings in style and modelling and is now an international institution with 23 schools in 15 countries around the world.

A competition was organised by edenly, involving 60 students, with the objective of designing rings reflective of the brands personality and of the competition title.

2 juries were chosen for the event, one was the internet users and the other was a panel of professionals. Each jury was to choose their 3 favourite designs and thus give life to this new collection of 6 rings.

The collection:



The collection “**Eden: Glamour Paradise**” was the fruit of a desire to create an exclusive collection inspiring modernity, finesse and elegance.

The involvement of the young designers on the project was a way of revealing edenly’s ardent passion for new creativity and inspiration.

This collection is an invitation to the Garden of Eden where the luxury of nature and the enchantment of snakes coil together.

The very essence of the collection revolves around the greatest of female pleasures; sensuality, temptation, and, inevitably, love.

Every one of the rings is different in form and reflects the youthful breeze of these young designers, making it an inventive and unique collection.

The Internet Jury :

It was important for edenly to catch the involvement of web users and clients. Their participation ensured a public seal of approval and support for the brand's new project.

The votes were registered via an online voting page which was available from 29 October 2009 to 29 November 2009

DESIGN COMPETITION
Vote to win your favourite ring and a discount of €20 (T&Cs on right)
Drag and drop your 3 favourite designs on the podium
Click the photos to zoom

2 1 3
2 1 3

Submit

LIMOUX... Bague entrel... LA COUVEUSE... complexe... bague miss b... The glamour... Aphrodisie... Carresse enla...
white baller... Doloe Veleno... Fleurs du pa... OLYMPE... Volupté... Ange... Bague 3 feui... serpent enso...
HARMONIE II... SEDNA... satisfactory... Danse Interd... One...

Next Page >>

edenly - ESMOD Design Competition

ESMOD
INTERNATIONAL FASHION UNIVERSITY GROUP

edenly, endlessly searching for new creativity, has launched a competition amongst 60 young artists from the ESMOD University on the theme of "Eden: The Glamorous Paradise"

As well as a prize awarded by a panel of experts, the students can also win a prize awarded by internet users, thanks to your votes.

The 3 winning rings will be manufactured by the edenly jewellers.

By voting, you automatically gain a discount for one of the winning rings, and you are entered in to a draw to win one of the rings outright.

The Professional Jury:

A JOURNALIST from the fashion industry

ESMOD : Simon Laforce (Esmod PR)

EDENLY : Edwin Suzor (company creator), Sarah Gaillard (brand manager)

BMRP AGENCY

The final verdict was made by the 2 juries at the ESMOD School on the 7 December 2009 in the presence of the young designers.

Here are the designs that were finally selected and which gave life to the edenly collection; "Eden, Glamour Paradise"



Press information:

Tamara Vatelot, t.vatelot@bmrp.fr

Jordane Jedwab, j.jedwab@bmrp.fr

+33 (0)1 43 06 10 20

Client Information:

00 800 7000 7000 (free call)

contact@edenly.com