



edenly presents

**The Design Contest
with ESMOD**

29 October– 29 November 2009

ESMOD
INTERNATIONAL FASHION
UNIVERSITY GROUP



Design Contest

Edenly, in collaboration with the designer Claire de Divonne, always in the search for new creativity, has launched a competition with 60 young artists from the ESMOD school under the theme **"Eden: Glamour Paradise"**

The brief consisted of asking the students to create one or more ring designs, in gold and diamonds, reflecting the personality of Edenly and the competition theme.

Two judging panels will judge the creations: both web users and also a jury of professionals.

Web users:

Web users can vote online for their favorite three designs. The closing deadline for voting will be the **29th February 2009 at midnight**.

<http://en.edenly.com/jewelcontest.php>

The screenshot shows the 'DESIGN COMPETITION' section of the Edenly-ESMOD website. At the top, there's a header with the text 'Vote to win your favourite ring and a discount of €20 (T&Cs on right)' and 'Drag and drop your 3 favourite designs on the podium'. Below this is a podium with three empty boxes labeled 1, 2, and 3, and a 'Submit' button. The main area displays a grid of 24 ring designs, each with a title and a small image. The titles include: LIMOUX..., Bague entrel..., LA COUVEUSE..., complex..., bague miss b..., The glamour..., Aphrodisie..., Carresse enla..., white baller..., Dolce Valeno..., Fleurs du pa..., OLYMPE..., Volupté..., Ange..., Bague 2 feui..., serpent enso..., HARMONIE II..., SEDNA..., satisfactory..., Danse Interd..., and One... A 'Next Page >>' link is visible at the bottom right of the grid. On the right side of the page, there's a sidebar with the 'edenly-ESMOD Design Competition' logo, the 'ESMOD INTERNATIONAL FASHION UNIVERSITY GROUP' logo, and a description of the competition. It mentions that Edenly is searching for new creativity and has launched a competition among 60 young artists from the ESMOD University on the theme of 'Eden: The Glamorous Paradise'. It also states that as well as a prize awarded by a panel of experts, students can win a prize awarded by internet users, thanks to their votes. The 3 winning rings will be manufactured by the edenly jewellers. By voting, users automatically gain a discount for one of the winning rings, and they are entered into a draw to win one of the rings outright.

The three rings chosen by internet users will be made by the edenly jewellers. Those who voted will receive a €20 voucher valid for the rings created in the process of the competition. Furthermore, those who voted for the design

winning the highest number of votes will be entered into a prize draw to for the ring.

The professional Jury :

The jury will be made up of the joint director of press relations agency BMRP, the head of communications at ESMOD, the edenly manager and the jewellery editor in chief of newspaper Le Monde.

The professional jury will also select three rings on the 30th November 2009 to be manufactured at the edenly workshop.

Results will be announced on the **1st December 2009**.

6 rings from the competition will be made in total and will compose the new designers` collection which will be out in April 2010.

The designers chosen by the two juries will be awarded the sales.

The 60 designs to be judged :





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