



GJEPC Invites Entries From Designers For The 5th Artisan Awards 2022

~Last date for entries is 30th November 2021~

~The theme- 'Collectors' is further divided into 3 categories: Elizabeth Taylor, Barbara Hutton and Wallis Simpson~

Mumbai, xxx 2021: The Gem and Jewellery Export Promotion Council (GJEPC) invites entries for India's most coveted jewellery design awards - 5th edition of The Artisan Awards 2022. After 4 successful editions, GJEPC is here with another challenging theme "The Collectors"- focusing on three iconic women – *Elizabeth Taylor, Barbara Hutton and Wallis Simpson* – who had individual styles and portrayed an insatiable hunger for collecting signature jewels that defined and enhanced their persona. The deadline to submit the entries is 30th November 2021.

The participants will need to create a piece of jewellery that would embody the flair of the collector chosen. They need to visualise these women as they would have been in their prime – the way they dressed then, their personal style, the kind of jewellery they wore, the attitude they projected. The entries can be submitted on their official [website](#). The jury panel consisting of eminent personalities from the industry will shortlist the top 3 winners in each category, who will be felicitated at the award ceremony, giving them an instant exposure to big players of the gem and jewellery sector along with significant cash prizes.

Colin Shah, Chairman, GJEPC elaborated, "The gems and baubles preserved by the collectors over their lifetimes have individual stories to unravel through this edition. This particular era of women may have sadly ended decades ago, but their legacies live on and that's exactly what we aim to achieve through the 5th edition of Artisan Awards 2022. We have always been flooded with entries from all parts of the world and this program has proven time and again that it is global in its outlook, welcoming in its inclusivity and authoritative in its ability to propel careers forward."

Milan Chokshi, Convener, Promotions, Marketing & Business Development, GJEPC commented, "The current edition of the Artisan Awards 2022, is an endeavour to provide a platform for innovative professionals to maximise their creative ambitions in jewellery designing. We have always witnessed exclusive, never-seen-before, one-of-a-kind jewels that highlight the levels of innovation this industry is capable of. With many more seasons still to come, The Artisan is well on its way to becoming a hallmark for ground-breaking thinking in the jewellery space and we at GJEPC really look forward to the same."

GJEPC conceptualized The Artisan Awards in 2014 with the sole purpose of motivating designers and artisans who are the backbone of this industry. The Awards provides a platform to jewellery designers to push their creativity and design aesthetics to showcase world-class pieces. Over the years, the prestigious Artisan Awards has been attracting a lot of entries not just from India, but all parts of the world – thus establishing its leadership position in the jewellery industry.

For further details, visit: www.theartisanawards.com.

About The Gem and Jewellery Export Promotion Council (GJEPC):

The Gem & Jewellery Export Promotion Council (GJEPC), set up by the Ministry of Commerce, Government of India (GoI) in 1966, is one of several Export Promotion Councils (EPCs) launched by the Indian Government,

to boost the country's export thrust, when India's post-Independence economy began making forays in the international markets. Since 1998, the GJEPC has been granted autonomous status. The GJEPC is the apex body of the gems & jewellery industry and today represents 7000 exporters in the sector. With headquarters in Mumbai, GJEPC has Regional Offices in New Delhi, Kolkata, Chennai, Surat and Jaipur, all of which are major centres for the industry. It thus has a wide reach and is able to have a closer interaction with members to serve them in a direct and more meaningful manner. Over the past decades, GJEPC has emerged as one of the most active EPCs, and has continuously strived to both expand its reach and depth in its promotional activities as well as widen and increase services to its members.

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