

Criteria for couture section at Jio World

Jewellery Manufacturer By-Invitation-Only

All Member companies intending to exhibit under Couture Section will have to submit their Company profiles in PowerPoint presentation per the below criteria for further consideration.

PART A

- **Jewellery businesses with distinct design DNA**
 - High design and narratives revolving around one-off pieces or collections should be at the heart of the brand. It should have a distinct design DNA underlining "exclusivity".
- **Top finish and superior quality materials, ethically sourced**
 - Materials are typically sourced from reputable suppliers and are of the highest quality; coupled with superior quality and finish at par with global standards. Jewellery businesses that maintain supply chain integrity, promotes trust, SDG and overall maintains high ethical standards
- **Businesses investing in research, technology, innovation.**
 - R&D and adoption of new technology indicates that the brand is evolving and keeping the finger on the pulse of market trends.

PART B

1. **Company with own label or brand**
 - a. Details of brand registration in india
2. **International presence in the form of foreign retail/distributor/company/agency**
 - a. Copy of the agreement
3. **Patent in design/technology etc**
 - a. Details of patent registration
4. **Full-fledged design department /designer with international repute**
 - a. Details of company's design team
5. **Awards won at council design awards.**
6. **Global awards won for design /innovation/excellence etc.**
7. **Participation in international couture shows like London, win, Hong Kong, Vicenza etc** (name of show, year etc)
8. **Advertisement in international luxury magazines**
9. **Details of participation at GJEPC exhibition/shows/jewellery week etc**
 - a. Details of company's presence on social handles /reach