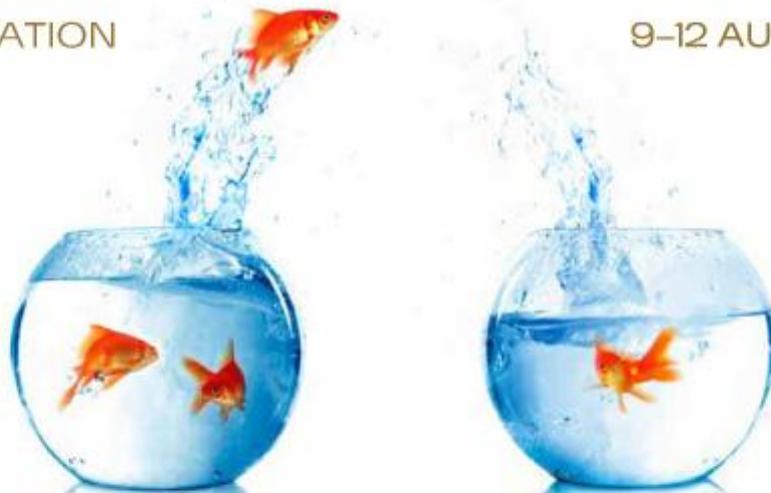


INVITATION

9-12 AUGUST



BRAND NEW COPENHAGEN 2012

The Danish Jewellers Association hereby invites new established designers to participate at **BRAND NEW COPENHAGEN** during the Copenhagen Jewellery Fair, August 9th to 12th, 2012.

BRAND NEW COPENHAGEN is an established concept at the Copenhagen Jewellery Fair (www.cphjf.dk) and the concept is created to support new talents within the business nationally as well as internationally.

Use this occasion to get full visibility at the largest Scandinavian trade fair for gold, silver and watches. **BRAND NEW COPENHAGEN** is a unique opportunity for new designers to present their collection in high profiled surroundings to all professionals within the Scandinavian Jewellery business. During the fair you can present, sell and meet retailers and buyers from the industry. Your design will be seen and you will be able to evaluate your future business opportunities in Scandinavia.

Competition. Each participants must chose one piece from their jewellery collection that will be placed seperately in a display. A jury will evaluate the selected pieces based on their collective impression. The jury looks for factors like innovation, surprise and novelty. Furthermore the jury evaluates the commercial values and opportunities for each jewellery. Based on these criterias one winner will be selected.

The winner of the **BRAND NEW COPENHAGEN** award will receive a free booth including a display case and furniture at the Copenhagen Jewellery Fair 2013.

Application. We look forward to receive your personal application including your CV and photos of your work. Please send your application by email to therese@guldsmed.dk or by post (please mark: **BRAND NEW COPENHAGEN 2012**) to:

The Danish Jewellers Association
Kongevej 270

2830 Virum
Denmark

Rules for entry:

1. You must not have exhibited at the Copenhagen Jewellery Fair before
2. You do not have to be trained within the business
3. You do not have to be a member of any Jewellery Association
4. Your business has to be registered and established after 1st of January, 2008

The entry fee is only 335 EURO. Breakfast, lunch and modest accommodation during the fair will be covered by the Danish Jewellery Association.

For more details please contact therese@guldsmed.dk

The Danish Jewellers Association

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