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NAJO is a contemporary sterling silver jewellery brand that aims to provide the most captivating and enticing collections on the market. So that you're always on-trend, NAJO releases two gorgeous collections each year.



Peter W Beck



Gemmological Association of Australia (GAA) The Gemmological Association of Australia is the country's premier educator in diamond and gemstone identification, diamond grading and specialty courses. For more information, visit www.gem.org.au.





PANDÖRA

esign. The company is proud to



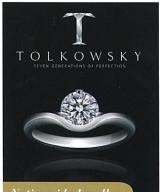
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Leading Edge Jewellers Leading Edge Jewellers stores

jewellery, brands and service.

across the country offer the best that modern jewellery retailing can offer. All stores stand out from the pack with superb quality



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Showcase Jewellers Showcase Jewellers are renowned for their expertise in diamond jewellery. As your local independent jeweller you are assured of receiving the best in quality, designs and value.



Brink's Australia

Event Sponsors









Velcome

he JAA Australian Jewellery Awards celebrate and recognise design, craftsmanship and marketability in the jewellery industry. They are the ultimate industry awards, which reward creativity, skill and technique. Demonstrating both craftsmanship and design skills are vital to

succeeding as a jewellery designer. Many designers are inspired by an emotional event, and often the design begins with a story and ends with a piece of jewellery that can be kept forever. However, to be a superior jewellery "artist", designers must be technically skilled and have the ability to work with precious metals and gemstones.

Advanced technical and design skills - demonstrated by creativity, innovation and craftsmanship - are key features of the outstanding winning designs of the 2010 Awards.

The judges reviewed a total of 154 jewellery pieces, which were narrowed down to 51 finalists. There is enormous rigour around the judging process and I acknowledge the contribution of the judging panel for the outstanding results in the challenging judging process. I also wish to thank all the entrants for their outstanding efforts. The future of our industry rests in your hands.

Please enjoy reviewing all the entrants', finalists' and winners' pieces in this special Awards supplement in marie claire magazine.





Guest Judges



JACKIE FRANK PUBLISHER/ EDITOR. MARIE CLAIRE

marie claire is proud to be the media partner of the Awards. The breadth of talent, design and creativity is exciting to see. We are pleased to support the industry in Australia and look forward to seeing who our readers vote for in the People's Choice Award.



JAA CHAIR

THERESE RAWSTHORNE **FASHION** DESIGNER

The Awards play a significant role in recognising and developing the talents of so many creative and passionate designers, and I am honoured to be playing a role in helping select the best of the best.



KARIN ADCOCK DIRECTOR. **PANDORA**

PANDORA is thrilled to support the Awards because they foster talent in design - they showcase the work of jewellery designers, whether they're in a large company or a small independent studio.

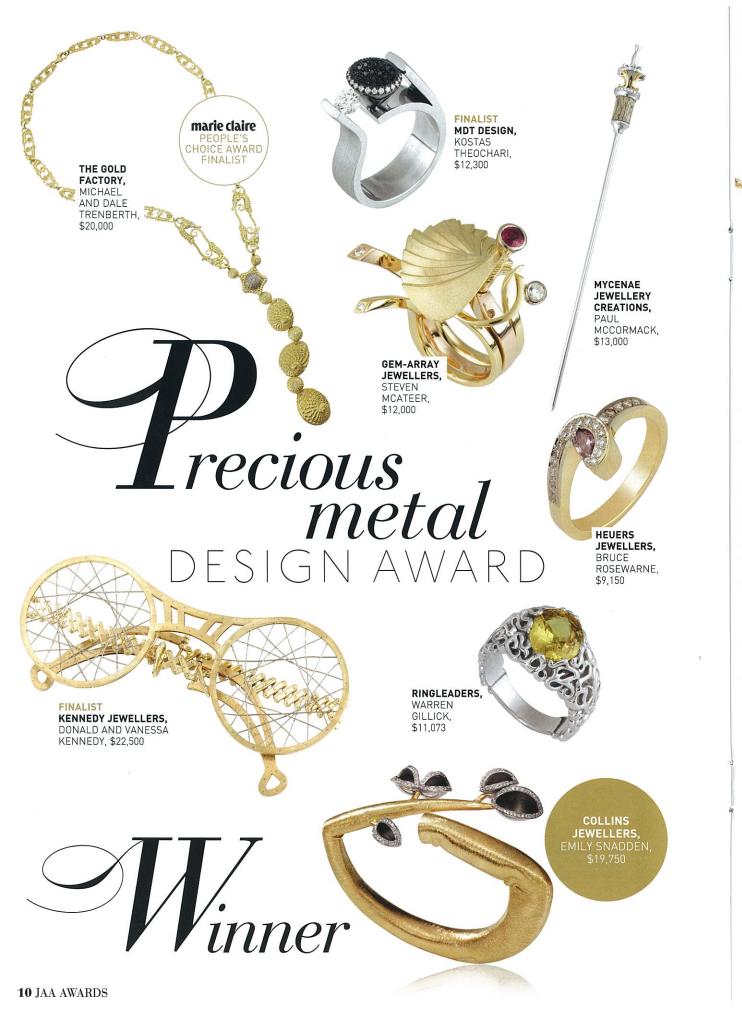


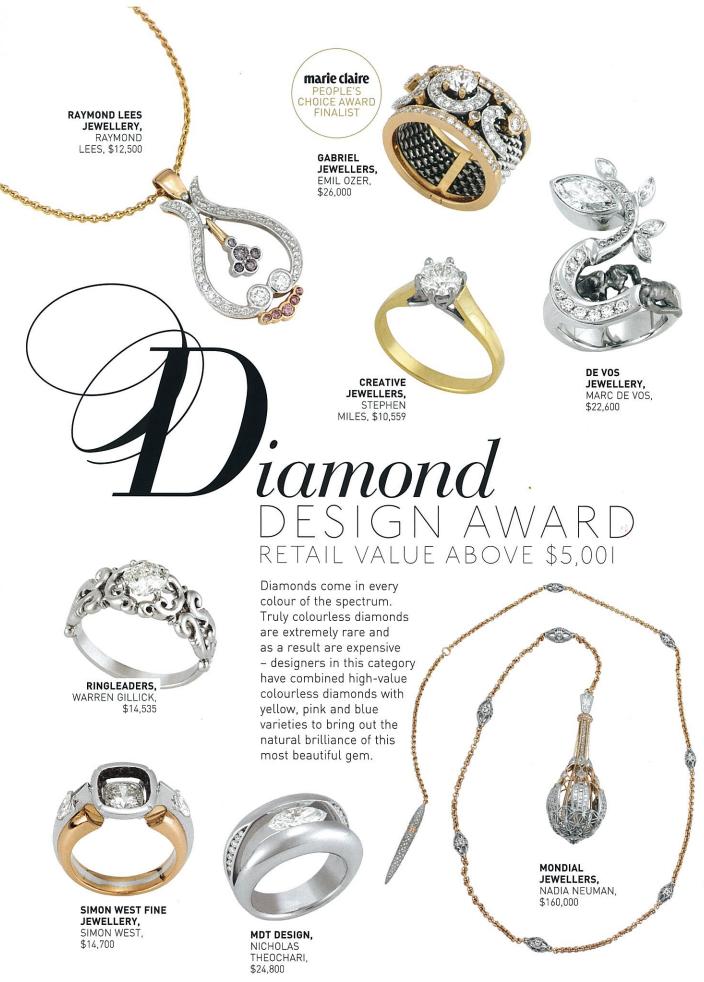


















BLENNERHASSETT FINE JEWELLERS,

\$5,000



MDT DESIGN, NICHOLAS THEOCHARI, \$4,420

ARMAN'S FINE JEWELLERY, LEVON AND ARMAN ARZUMANIAN, \$4,100



HUON VALLEY JEWELLERS, JENNI SINGLETON, \$4,950









MCKIMS JEWELLERY DESIGN, ALEX SOMMERVILLE, \$4,000





CREATIVE JEWELLERS, STEPHEN MILES, \$4,978



SIGNATURE 202, SCOTT OVEREND. \$15,835

DAN COX JEWELLERY, DAN COX, \$1,200







FINALIST PAUL CARRUTHERS JEWELLERS, DENNIS ALLPORT, \$11,500

PARENTE COUTURE JEWELLERY & CO,

ADAMO PARENTE,

ANTONIO AND

\$12,985





HEUERS JEWELLERS, BRUCE





marie claire

PEOPLE'S CHOICE AWARD

FINALIST

FINALIST MCKIMS **JEWELLERY** DESIGN, CRAIG MCKIM, \$22,840

FINALIST MDT DESIGN, **NICHOLAS** THEOCHARI,

_øloured gemstone

10 ANTS JEWELLERY, SHANE TENNANT,



G & G ANDOLFI, GEORGE ANDOLFI, \$16,000

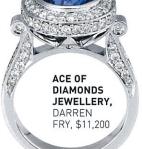


HEUERS JEWELLERS, BRUCE ROSEWARNE,

\$3,000



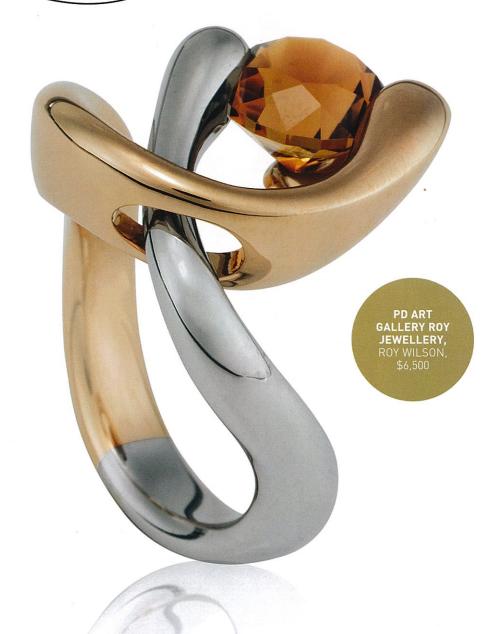


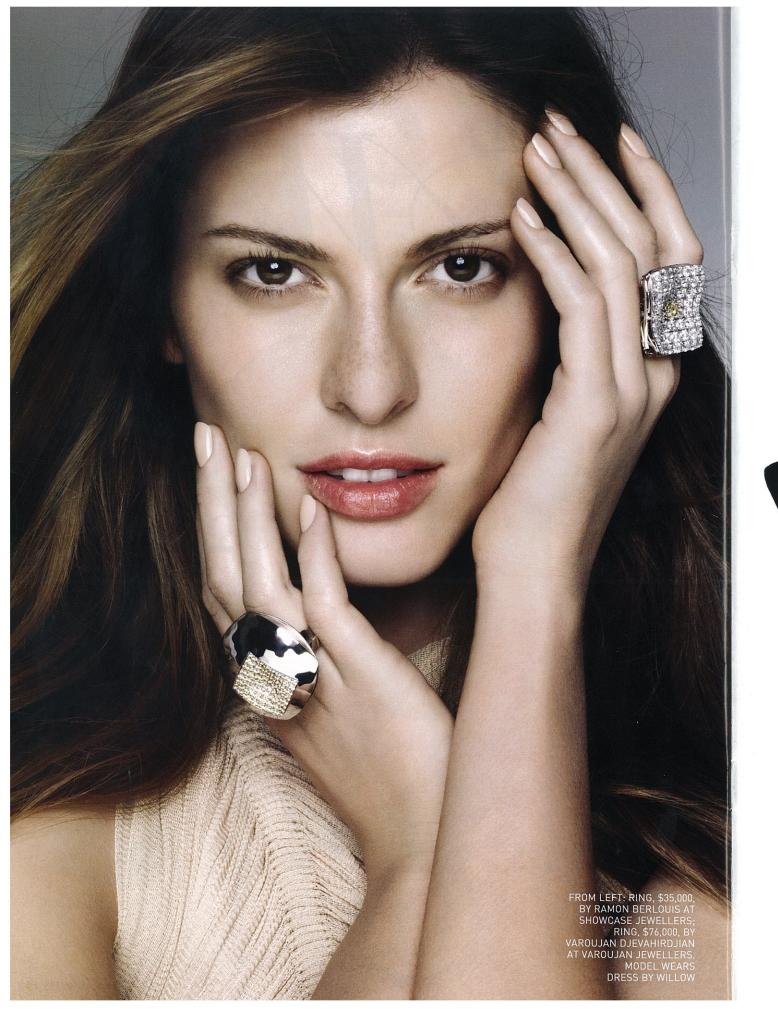






//inner













Emerging jewellers

IST, 2ND, 3RD AND 4TH YEAR APPRENTICE DESIGN AND CRAFTSMANSHIP AWARD

his Award was established to support entry level designers to gain experience and confidence in presenting their designs to the industry. While this can be daunting for first and second year apprentices, the nine who entered all showed a high level of craftsmanship, innovation and design.

The art of designing and crafting jewellery can take many years to master. However, the entries from third and fourth year apprentices demonstrated that, albeit newcomers to the industry, they're ready to take on the qualified designers. The 18 apprentices who entered the awards have shown class beyond their years.

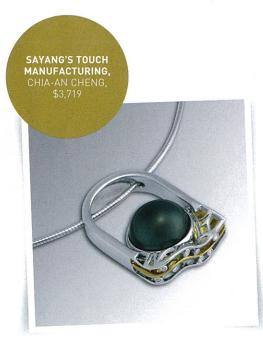


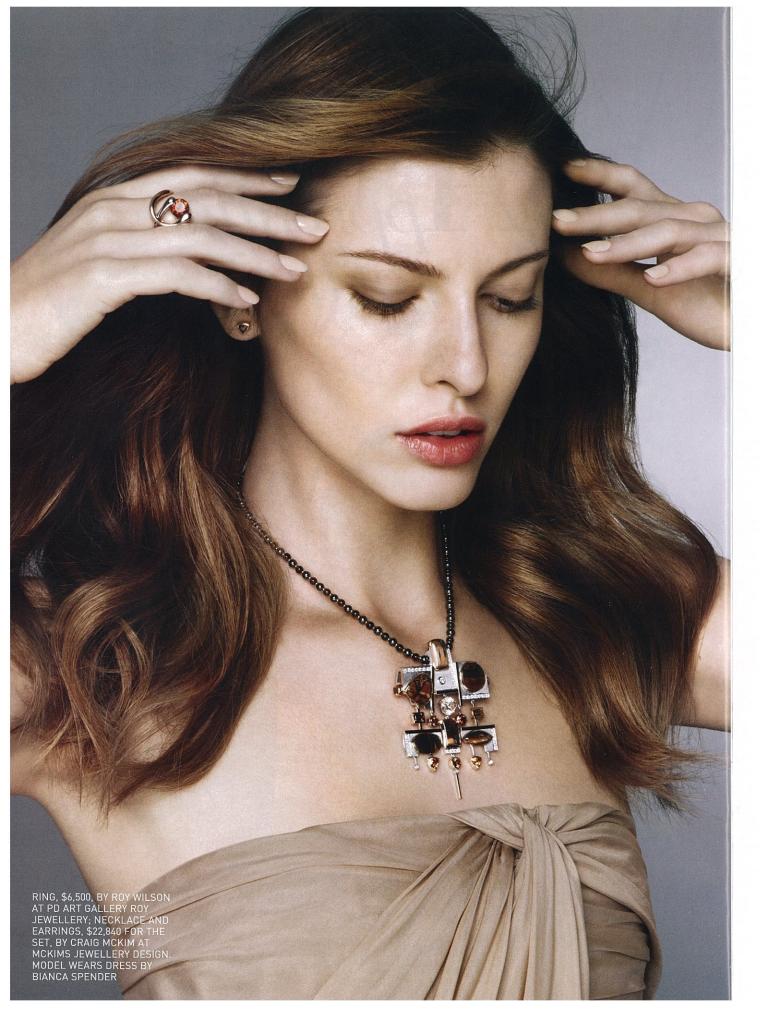




Apprentice of the Lear







Overall Minner

GRAND PRIX AWARD/ROY WORFOLD PERPETUAL TROPHY



