



newsroom

Rio Tinto Diamonds launches its Champagne Diamond design competition

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Rio Tinto Diamonds has launched a jewelry design contest aimed at promoting champagne diamonds. Rio Tinto's Argyle diamond mine in Australia is a leading supplier of these goods.

The Champagne Diamond Design Competition intends to attract new jewelry designers who will be inspired to showcase the full color range of champagne diamonds in new and innovative designs.

Last year Rio Tinto launched a new series of champagne diamond promotional materials focusing on educating retailers, generating consumer interest and developing new distribution channels.

According to Jean-Marc Lieberherr, general manager for sales and marketing, "The design contest is a natural extension of our market development for champagne diamonds in the U.S." Rio Tinto is seeking to encourage the growth of champagne diamond jewelry and is counting on exciting designs to inspire retailers and consumers alike.

The competition comprises four categories with the overall winner receiving the title of "Champagne Visionary." The four winning designs will form part of an exhibition hosted at leading jewelry retail locations, in time for the holiday season.

"The timing is perfect for a design contest because it provides inspiration and new ideas to invigorate our industry," said Rebecca Foerster, manager of Rio Tinto's Diamonds Sales and Marketing U.S. representative office. "The market is hungry for creativity and the combination of flawless craftsmanship and consumer appeal will set the winners apart."

The design contest closes on July 1, with judging by a panel of fashion and jewelry experts in New York City on July 14.