

JEWELRY

De Beers fosters growth in young designers by expanding award to Canada

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DeBeers focuses on innovation. Image credit: DeBeers

By STAFF REPORTS

Diamond company De Beers Group has opened up its prestigious award for young jewelry designers to Canadian design students.

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While the competition began in South Africa, the De Beers Group Designers Initiative Shining Light Awards, students from Canada have now been able to enter. Canadian students made up the largest group of applicants for the 2018/2019 award year.

Fostering design growth

Students currently enrolled in design programs and degrees in Canada are participating in this year's competition.

This year's theme is "Heroines & Heritage." Each country in the competition will see one winner and two runners' up, with all three being able to attend the award's special gala, the Shining Lights Awards Ceremony.

The gala will be held in Botswana this upcoming November, where the overall winner and runners' up will be announced. While there, students will be able to visit the diamond firm's global sorting and sales facility in addition to a variety of other events.

"I was very impressed by the variety of applications received; some countries expressed an arts and crafts approach while for others there has been a scientific approach," said Professor Alba Cappellieri in a statement. "I appreciated the Canadian consideration for manufacturing, which was an important aspect requested by the competition guidelines and which they developed very well."

First prize includes a year scholarship to Politecnico di Milano (POLI.design) in Milan. Second prize provides a three-month internship at Forevermark in Milan and third is a year scholarship at Akapo Jewellers in South Africa.



De Beers' Solitaire engagement

"This competition has evolved over the years and to be able to see Canadian design students participate with such interest and high numbers is a testament to the excellent programs being offered at the college and university level here in Canada," said Tom Ormsby of De Beers Group Managed Operations in Canada in a statement.

"The work the students are submitting is approaching commercial quality and getting the attention of the judges and the jewelry and fashion industry," he said. "We look forward to the announcement of the winning designs."

De Beers Group recently received funding support towards carbon-neutral diamond mining in Canada.

Natural Resources Canada's Clean Growth Program has awarded De Beers' carbon-capture research a grant of 675,000 Canadian dollars, or about \$514,000 at current exchange. De Beers Group has continued investing in conservation and sustainability efforts ([see story](#)).

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