

THE CHALLENGE

PRESENTATION:

MORELOV[©] is an incipient galaxy in the realm of high jewellery where the creative act shall be restored in its pivotal role. We invite designers, design students and stylists to partake in its ongoing expansion.

The **MORELOV[©] CHALLENGE** goes beyond the scope of a traditional contest. It is tailored to provide designers with a permanent springboard for business opportunities and professional recognition

HOW WORKS THE CHALLENGE:

You have submitted one or several creative proposals :

*** if your creative proposal has been selected and validated :**

Your creation will be showcased to jewellery professionals who, in turn, could be eligible to acquire it

The **MORELOV[©]** spirit : the information relative to you and your project will be transmitted to the buyer to create a direct opportunity bridge.

Concurrently, your creation will be displayed to our private customers who will be able to acquire it directly. **MORELOV[©]** will then initiate the made- to -order manufacturing process of the unique model. **MORELOV[©] BY** a unique and original model which will bear your signature.

Please bear in mind that your creative proposal can only be acquired once, either by a jewellery professional or a private individual.

*** If your creative proposal is selected yet not validated :**

This implies that your work, though complying with the challenge framework, does not meet its technical criteria. To provide you with an opportunity to validate your creative proposal, the jury will list items which are yet to be improved or amended.

*** If your creative proposal is not selected**

This unfortunately means your creative proposal does not meet the challenge requirements.

Please note that for any creative proposal submitted that shall not be selected, all the corresponding files and documents will be systematically deleted from our database.

THEME, SELECTION CRITERIA AND JURY:

*** Theme :**

A piece of jewellery intrinsically serves to enhance the beauty of those who wear it.

The jewel shall be refined, unisex, timeless, sensual, comfortable, open-ended, modular, nomadic, elegant and made out of the most precious substances (whether mineral or other).

*** Selection criteria :**

- Your creation must have been protected.
- The originality of the submitted design.
- The technical feasibility inherent to its manufacturing.

*** The jury :**

- Jewellery professionals
- Design professionals
- Image professionals
- C.A.D experts
- Jewellery craftsmen
- World-renowned personalities

*** Your fee :**

MORELOV®

will guarantee an 8,000 € (eight thousand euros) minimum fee once your creation is acquired.

RIGHT AND COMMITMENTS:

The legal framework of the **MORELOV®** CHALLENGE is available in our terms and conditions of use on the website www.morelov.com, under the challenge tab.

FOR THE ESSENTIAL :

Any creative proposal selected by the **CHALLENGE** jury will appoint **MORELOV®** as your sole agent over a (1) one-year-period for the above mentioned creation.

What if your creation has not been purchased at the end of this (1) one-year-period? You regain your full copyright and intellectual property rights on your creation

Any creative proposal selected :

- *Must be your own property.
- *Must be original (in the legal sense of the term).
- *Must be duly copyrighted.
- *Must not reproduce or copy, in whole or in parts, any commercial brand.
- *Must not generate conflict with a third party's rights, distinctive signs or previous creations.
- *Must not fall under counterfeiting, patent infringement, unfair competition or parasitism claims.
- *Mustn't have already been used or commercially exploited by its creator or any creator- appointed- third party.

We remind you that you are liable for the originality of your creative proposals.

We also remind you that you are entirely responsible for the protection and copyrighting of your creations.