

Retail Jewellers Guild Awards 2026
Visual Merchandising / Store Experience of the Year

This award recognizes excellence in jewellery store display, product presentation, storytelling, retail ambience and customer experience within a physical jewellery retail environment.

GENERAL ELIGIBILITY CRITERIA	
1.	The initiative must have been implemented in a physical jewellery retail environment.
2.	The entry should demonstrate creativity, visual appeal, product visibility, customer engagement and relevance to the store's retail strategy.
3.	Applicants should submit store/display visuals, concept note, implementation details and impact, wherever available.
4.	Before/after images may be submitted where relevant.
5.	The entry may include in-store collaterals, props, display systems, zoning, lighting, signage, storytelling or customer journey design.
6.	Any form of plagiarism, imitation, unauthorized use of third-party work, false information or unverifiable claim may lead to disqualification at any stage.
7.	The jury and Awards management reserve the right to reject, recategorize, merge, split, modify, cancel or withhold any category/subcategory based on the number, relevance and quality of entries received.
8.	If no entry is found to be of award-worthy standard, the award may not be presented in that category.
9.	The decision of the jury and Awards management shall be final, binding and non-contestable.
10.	For category specific eligibility criteria, kindly visit the Terms & Conditions .
11.	Submission of this application will be deemed acceptance of the Award's terms and conditions as available on the website: [Website link to be inserted]

Commented [VS1]: Add Terms & Conditions document link

Commented [VS2]: Website link to be inserted

SECTION I – GENERAL INFORMATION

Name of the Applicant*	
Designation*	
Name of the Jeweller/ Retailer*	
Name of the Store*	
Year of establishment*	
Registered office address*	• State: • City: • Pincode:
Contact details*	• Mobile number: • Email: • Company website/ social media handle, if applicable:
Number of jewellery stores operated*	

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Location of the Store*	
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SECTION II – ABOUT THE STORE *	
Please describe the visual merchandising and/or store experience initiative being submitted and explain how it enhanced customer engagement, product presentation and overall retail effectiveness. (in 250 words) Kindly refer to the below guidelines to support your answer: - Objective, Strategic Approach & Innovation - Use of displays, lighting, zoning, signage and storytelling - Customer journey and engagement touchpoints - Impact & Measurable Outcomes - Sustainability, Scalability & Long-Term Value	

SECTION III – SUPPORTING DOCUMENTS	
GST / business registration / incorporation certificate*	<u>Attach the document</u>
Store photographs to be provided in the below format: * - Interior and exterior views - Store walkthrough video - Must be actual photographs (no renders or concept designs) - No visible logos, names, or identifiers	<u>Attach the material</u>
Store video to be provided should follow the format below: - Showcasing multiple angles of the store - Must be of an actual, operational store - No branding or voiceovers mentioning the store name	<u>Attach the material</u>
Customer testimonials / media coverage / awards, if available	<u>Attach the document</u>
Visual Merchandising Guidelines / Design Brief: - Theme rationale - Design direction - Brand storytelling elements	

Commented [VS3]: 1.Mention accepted formats: JPEG, PNG and PDF.
 2. File-size limit to be confirmed; recommended starting point: 10 MB per file.

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GST/ Incorporation certificate*	<u>Attach the document</u>
Any other supporting document	<u>Attach the document</u>

DECLARATION*

I declare that the information provided in this application form is correct, accurate and pertains to my business. I agree to abide by the rules and regulations of participation.

I also declare the below details with respect to my entry:

- 1. The information provided in this application is true, accurate and pertains to my business.*
- 2. The submitted initiative has been implemented in a physical jewellery retail environment.*
- 3. The initiative demonstrates creativity, visual appeal, product visibility, customer engagement and relevance to the store's retail strategy.*
- 4. The applicant has submitted or is able to provide store/display visuals, concept notes, implementation details and impact evidence, wherever available.*
- 5. Any before-and-after images submitted as part of the entry accurately represent the implemented initiative.*
- 6. The submitted initiative may include in-store collaterals, props, display systems, zoning, lighting, signage, storytelling elements and/or customer journey design, and all related materials are true, accurate and verifiable.*
- 7. All submitted information, visuals, documents and claims are true, accurate and verifiable.*
- 8. If shortlisted, I / we agree to provide additional documents or clarifications as required by the Awards management.*
- 9. I / we agree to abide by the rules and regulations of participation.*
- 10. I / we understand that the decision of the Jury and Awards management shall be final and binding.*

Sign*		Date*	
Name*			
Designation*			
Company Stamp*			