

Ever Rich launches jewelry design contest to showcase the beauty of Taiwan

By **Elena Owyong** on November, 14 2019 | Retailers



Ever Rich Duty Free Shop is holding the second edition of its jewelry design contest to get the public to showcase the best of Taiwan through design

Ever Rich Duty Free has launched 'The Second Ever Rich Jewelry Design Contest' to encourage the public to showcase Taiwan's beauty through jewelry design.

This year, the contest theme is 'The beauty of Taiwan's Forests' because Taiwan is a mountainous island with the largest number of mountains in the world. The contest is open for submission from now until December 31, 2019. The contest winner will receive 100,000 NTD (US\$3,330) and the finalist design works will be exhibited in all Taiwan international airports and be produced as a product at Ever Rich Duty Free Shop. Ever Rich said it will announce the shortlisted entries on January 10, 2020.



Ever Rich Duty Free Shop's forum titled "Dialogue with the Mountain" had various personalities and artists participating to generate buzz for the jewelry design contest

To attract more participants, Ever Rich held a forum titled "Dialogue with the Mountain", in Taipei Neihu Duty Free Plaza. During the forum, the artist Huang Zijiao, famous director Wei Desheng, photographer Xiong Minglong, jewelry designer Gong Zunci, Jewelry connoisseur Huang Yingqing and visual designer Chen Yijie came together to explore the beauty of Taiwan's mountains and forests through different angles and different perspectives.

Commenting on the contest, Kevin Chiang, the President of Ever Rich Duty Free Shop, said: "Ever Rich has long promoted the Taiwan local culture and characteristics through a multi-faceted approach, just as our works, like themed waiting lounges at the airport, was built with the theme of Taiwan's nature, culture and art."

"We also partnered with Taiwan local farmers to develop different specialties and souvenir with local flavors and international competitiveness, because we hope to make this island's creativity and culture the best tourism resources. Therefore, Ever Rich Jewelry is hoping to show the wonderful "localization" and create a unique "globalization". Whether it is through our "Ever Rich Jewelry Design Contest" or a variety of transboundary forums, we hope that more people will be able to see the extraordinary sides from the little things and have a deep understanding of Taiwan and let the world see Taiwan!"