

# Jewellery Historian.

## PRODUCT DESCRIPTION REQUIREMENTS & GUIDELINES

In application as from October 1, 2016

All photos sent for publication to the Jewellery Historian, are required to have a detailed product description. In case a detailed product description as given in this document is not attached or does not follow our requirements and guidelines, it will not be included in our publication.

1. Each photo file must have as a filename a number 001, 002, 003.
2. A pdf document, as described below must be attached to the photos.
3. In a **pdf document**, with three columns, you must include, in the **first column** the number of the photo, in the **second column** the photo of the product and on the **third column** the detailed product description.
4. The product description must not be in capital letters. It must follow the format, product name (if one exists), then detailed product description with carat weight for each stone used and metal information.
5. Each description must follow the example format : **Sun Necklace, set with diamonds (12ct) and rubies (30ct), in 18k white gold. Limited edition. Price on request.**
6. In case of photos with multiple products, a new detailed description of the photo is required. The description must start with "Left to right, top to bottom". Then a detailed description of each product must be included. Ex : **Left to right, top to bottom : Ring in 18k gold set with an african Paraiba tourmaline (30ct) and diamonds (2ct) / Necklace in 18k white gold, set with diamonds (20ct) and Paraiba tourmalines (30ct) / Earrings in white gold, set with diamonds (1ct) and sapphires (2 ct). All prices on request.**
7. In case you send us photos of multiple products without a description for each product of this multiple product photo, we are not obliged to publish a description. In no case, the creative department will try to locate each individual product in the pdf attached.
8. Photos that do not have a detailed product description as required, will be published without any description.
9. In the detailed product description, you must not include contact details, sales points, websites, e-mails or any other information. Only metal, gemstones and their weight. A product name can be include ex. Sun Necklace, set with diamonds (12ct) in 18k white gold.
10. In the case of photos showing how the jewellery is made, a description is not required.