

Terms and conditions – Antwerp Jewellers Antwerp Jewellery Week – 2026

INTRODUCTION

The fourth edition of Antwerp Jewellery Week (AJW) will take place from 1 – 4 October 2026 in the heart of Antwerp. The event aims to promote craftsmanship, creativity, and innovation in both artistic and artisanal jewellery to a broad audience. Jewellery artists, artisanal jewellers, and schools/academies are invited to participate and exhibit their work.

Antwerp Jewellery Week is organized by Gemconsult, a consultancy firm with over 25 years of expertise in the luxury and jewellery sector. AJW, Gemconsult, and World Luxury Jewellers (WLJ) are brand names under Greathouse Advisory BV, based in Antwerp, Belgium.

For the second time Antwerp Jewellery Week will welcome international jewellery artists and designers to strengthen its global profile.

ELIGIBILITY CRITERIA

Applications are open to selected contemporary jewellers, artists, jewellery designers, schools, academies, students, Belgian associations, and institutions, regardless of age, education, or experience.

APPLICATION PROCESS

1. Antwerp jewellery designers and artists are automatically invited to participate.
2. AJW has an existing network of international jewellery clients (members of World Luxury Jewellers - WLJ), who are automatically invited to participate at AJW 2026.
3. External jewellers and artists who wish to participate must be approved by the AJW team.
4. Students from schools/academies will be automatically accepted.

Participants will pay an entry fee based on their category (prices exclude VAT):

Antwerp jewellers	€ 250
Other jewellers	€ 300
Supporting & sponsoring partners	€ 400
Single students (free for Antwerp region students)	€ 20

PARTICIPATION

All participating jewellers will receive equal promotion both online and during the event. This year's AJW theme is "Innovation without limits".

Each jeweller could host an "Antwerp Jewellery Drink" to increase visibility during the AJW event. Certain drinks could be provided by the AWJ sponsors, under sponsors' conditions. Only one drink will be organised per location.

If a jeweller wishes to host a workshop or event during AJW (free or paid), they should inform AJW. AJW will promote the activity on its website and social media platforms.

1. CATALOGUE

A catalogue will be published. Each participant receives 1 published page with one picture and information. If the participant doesn't want to be published in the catalogue, please stipulate in the subscription form. 1 catalogue is included within the participation fee.

2. IMAGE SUBMISSION

Each participant must submit at least five high-quality images of their jewellery via WeTransfer to the designated email address.

3. WEBSITE PRESENCE

Every participating jeweller will be featured on the Antwerp Jewellery Week website with a dedicated page valid for one year.

4. SOCIAL MEDIA PROMOTION

Participants will be promoted across AJW's social media channels throughout the year. Additional promotional images may be submitted after the event for continued promotion.

LIABILITY

AJW is not responsible for any damage, accidents, or theft that may occur during the event.

Participants are responsible for managing their own exhibitions.

Participation in the "Innovation without limits" theme is optional, but those who reference it will receive additional promotional attention.

INTELLECTUAL PROPERTY (IP) & IMAGE USAGE

1. Ownership of Designs:

Participants retain full intellectual property rights over their jewellery.

2. Photography and Promotion:

By participating, jewellers consent to being photographed or filmed during the event and to the use of submitted images for promotional purposes.

All images must be submitted by June 1st, 2026, and will be properly credited (e.g., @artistname on social media).

3. Data Privacy:

Personal data will be handled in accordance with GDPR regulations. No private data will be shared with third parties without prior consent.

EVENT CANCELLATION OR CHANGES

In an event of force majeure (e.g., natural disasters, strikes, pandemics, war, not required subsidies),

AJW is not liable for cancellations or schedule changes.

INSURANCE & LIABILITY

1. Insurance:

Participants are responsible for the insurance of their own jewellery.

2. Theft and Damage:

AJW is not liable for any lost, stolen, or damaged items or display materials.

TERMINATION OF PARTICIPATION

1. Non-Compliance:

In case of a breach of terms, AJW will first seek a resolution with the participant. If unresolved, AJW reserves the right to terminate the participant's involvement.

2. Dispute Resolution:

Disputes should be addressed through negotiation before legal steps are taken.

ADDITIONAL PARTICIPANT COSTS

Antwerp-based jewellers who exhibit in their own shop or gallery incur no extra costs beyond the entry fee. For non-Antwerp participants, AJW offers shared locations (subject to availability; some may already be fully booked). First comes, is first served.

For questions about the application process or regulations, please contact:

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