



景福珠寶
king fook jewellery

masterpiece
by king fook

Press Release

2011

New Shops of King Fook Jewellery & Masterpiece by king fook Opened in Causeway Bay, Central and Tsim Sha Tsui

King Fook Jewellery Group, the famous local jeweler with over 60 years of history, officially announced in October 2010 the opening of two new **Masterpiece by king fook** jewellery and timepieces concept stores at The ONE in Tsim Sha Tsui and Central Building; following by two brand new **King Fook Jewellery** Shops in Causeway Bay at Windsor House and The Park Lane opened also in the same month.

Despite unceasing expansion of business, corporate objective of King Fook is never set on quantity of branches because quality is always a more valued emphasis. This is always the reason behind King Fook's devotion in providing quality and delightful shopping experience for local customers as well as shoppers from Mainland and various countries.

The new Masterpiece by king fook store located at The ONE occupies both shops adjacent to the Nathan Road main entrance of the mall. This twin-boutique situated in the core section of Tsim Sha Tsui is a showcase of product collection originated from numerous renowned jewellery and wrist watch brands, including top quality in-house designed jewellery of King Fook; jewellery pieces by Aaron Basha and Palmiero, which are solely distributed by King Fook; haute wrist watches by Jacob & Co., Jaeger-LeCoultre, Montblanc, Panerai, Patek Philippe, Piaget, Rolex, Vacheron Constantin and Vertu. Later in December, a boutique for solely distributed watch brands was set up by Masterpiece by king fook at Central Building. Brands on sale include Alain Philippe, HD3, Jacob & Co., Laurent Ferrier Geneve, Robert & Fils 1630 and Stenzhorn.

King Fook has also at the end of last year opened the second King Fook Jewellery Shop in Causeway Bay, the well-known shopping spot in Hong Kong Island. This two-storey storefront located at Windsor House provides customers with quality 'chuk kam' pieces along with other high-end jewellery. A selection of wrist watches by foreign brands such as Ball, Baume & Mercier, Breitling, Bvlgari, Frank Muller, Grand Seiko, Gucci, Jacob & Co., Rado, Rolex, Tag Heuer, Tiffany & Co., Tissot and Tudor are also available in the shop. Then, this year in March, the first gold jewellery boutique of the group was opened in the same area at The Park Lane, providing one-stop service for customers who desire only to shop for gold jewellery.

Executed by celebrated local interior designers, the elegant yet stylish interior decoration of the new King Fook shops and Masterpiece by king fook concept stores attempts to convey a strong sense of European aristocracy. With the addition of our professional and sincere sales consultants' service, we intend to provide through these shops the best-in-quality and noblest shopping experience to every customer.

Address of New Shops:

Masterpiece by king fook – Shop GA01-02 & GA09-11, The ONE, 100 Nathan Rd., T.S.T.

Masterpiece by king fook – Shop 11 & 12, G/F Central Bldg., 1-3 Pedder Street, Central

King Fook Jewellery – Shop G23, G25, 118 & 119, Windsor House, 311 Gloucester Road, Causeway Bay

King Fook Jewellery – Shop D, G/F, Style House, The Park Lane, 310 Gloucester Road, Causeway Bay

Enquiry Hotline: 2822 8524

www.kingfook.com



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Masterpiece by king fook located at The ONE in Tsim Sha Tsui. The interior decoration of the shop conveys a strong sense of European aristocracy.



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The two-storey King Fook Jewellery Shop located at Windsor House provides customers with quality 'chuk kam' pieces along with other high-end jewellery and wrist watches.