



景福珠寶
king fook jewellery

FOR IMMEDIATE RELEASE

May 27, 2019

King Fook Jewellery's New Chinese Frame Collection
Reinserts an Element of Ancient Chinese Culture through a Modern Lens

Launched in 2017, the Chinese Frame collection by **King Fook Jewellery** is inspired by traditional Chinese frames used in garden landscaping. Known for their geometric patterns and clean lines, the structures were ubiquitous in gardens in Jiangnan, southern China. Available in different shapes and sizes, ranging from circles and squares to hexagons, they were used to capture the surrounding scenery and enhance the beauty of nature. The latest collection of Chinese Frame by **King Fook** has introduced numerous elegant geometric designs of elegant earrings and pendants so that modern ladies can adorn their daily apparels effortlessly. Much like the original Chinese frame designs that have inspired the collection, each piece encourages its wearer to appreciate daily life from a different and new perspective and embrace happiness in everyday life.



The beautiful Chinese frames in gardens in Jiangnan are in different sizes of geometric patterns. These frames are more than decoration, they are practical and functional for ventilation and enhancement of the beauty of the scenery. The Chinese Frame collection of **King Fook** continues to pay tribute to this unique element of traditional Chinese aesthetics with a modern sensibility. The new Chinese Frame collection is the reinterpretation of the dots, lines and planes of the classical Chinese frames in garden landscape. All jewellery pieces of the collection feature contemporary, simple and clean lines to match the styles of modern ladies.



Cont'd/P.2

As part of the Chinese culture, Chinese frames have a long history. Chinese families also share similar concept by passing jewellery pieces as heirlooms from generation to generation. In Chinese, circle signifies eternity and harmony, thus this shape is highlighted in the design of the new Chinese Frame collection bestowing the wish of “perfection” on the wearer. Versatile and easy-to-wear, the designs are timeless and perfect for any occasion.



- End -

King Fook Jewellery

- | | |
|---|----------------|
| 1. G/F, 30-32 Des Voeux Road, Central, Hong Kong | Tel: 2822 8573 |
| 2. Shop G21, G/F, Central Building, 1-3 Pedder Street, Central, Hong Kong | Tel: 2526 6733 |
| 3. Shop B, G/F, The Hong Kong Club Building, 3A Chater Road, Central, Hong Kong | Tel: 2840 0963 |

About King Fook Jewellery Group

King Fook Jewellery Group, formerly known as King Fook Goldsmiths, was founded in 1949 in Hong Kong, initially focusing its business on gold extraction and gold bar trading. The company made its name in retailing the purest 999.9 gold in the market setting the “gold standard” at that time. The King Fook brand has since become synonymous with excellence in design, product quality and service. Today, King Fook Jewellery Group is a publicly listed company on the Hong Kong Stock Exchange main board (Stock Code: 280) retailing premium jewellery, luxury watches and gold accessories. Over the years, the company has stayed true to its motto of maintaining the highest level of “Integrity, Diligence and Professionalism”. Its uncompromising emphasis on exquisite craftsmanship, rigorous material selection and stringent quality control continues to satisfy the most sophisticated of customers.