

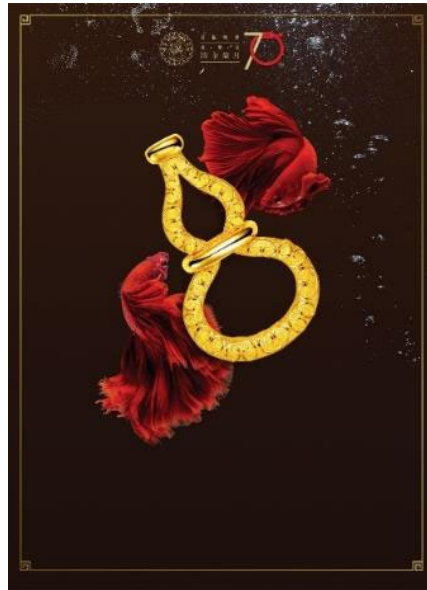


景福珠寶  
king fook jewellery

FOR IMMEDIATE RELEASE

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**King Fook Jewellery's Latest 999.9 Gold Gourd Collection**  
**Conveys Blessings with a Re-interpretation of Chinese Tradition**



**King Fook Jewellery's** latest Gold Gourd Collection draws inspiration from the traditional Chinese motif, "Hulu" and re-interprets this classic motif into a collection of contemporary gold jewellery. The homonym of "Hulu" is "Fulu" which has multiple auspicious meanings in Chinese symbolising blessings, peace and abundance. In Feng Shui, Hulu is also believed to bring harmony to your home. Made of 999.9 gold, **King Fook Jewellery's** Gold Gourd Collection is created with exquisite craftsmanship of experienced artisans. This collection are keepsake design pieces incorporating eternal values of gold with sincere blessings.



Inspired and reinterpreted this traditional "hulu" motif, this latest 999.9 Gold Gourd Collection is a collection of chic and contemporary Chinese style gold jewellery pieces including pendants, bracelets and earrings. The Gourd Collection has abundance of auspicious meanings and makes it perfect as gifts for everyone. When it is gifted to your elderlies, you are sending them your blessings of health and longevity; when it is gifted to the newlyweds, you are wishing them happiness and celebrating their togetherness as "hulu" symbolizes connectivity and infinity. In ancient times, it was believed that gifting gourds was wishing families with abundance of offsprings and descendants.



Taking centerstage in the collection is a 999.9 gold gourd pendant that is weighed around 1 tael. Boasting simple, delicate and elegant features, the piece is engraved with auspicious patterns of "Ruyi". This combination of "Fulu" and "Ruyi" signifying "good luck" in Chinese. In addition, the hollow design of the pendant implies that the wearer is visionary with big plans and dreams; thus this pendant blesses the wearer with fortune and prosperity.



Created with exquisite craftsmanship, **King Fook Jewellery's** Gold Gourd Collection blends modern aesthetics with the traditional Chinese elegance. As the embodiment of multiple auspicious wishes, the gourd is no doubt your unparalleled gifting option bringing luck and blessings to your beloved friends and family.

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### **King Fook Jewellery**

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### **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.