



FOR IMMEDIATE RELEASE

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**Italian Jeweller Annamaria Cammilli Reveals a New Shade of Gold
among Her Latest Creations at masterpiece by king fook**

masterpiece by king fook is known for introducing the world's best jewellery brands to Hong Kong. This month's highlight is the exclusive launch of the latest collection by the renowned and internationally acclaimed Florentine jeweller, **Annamaria Cammilli**.



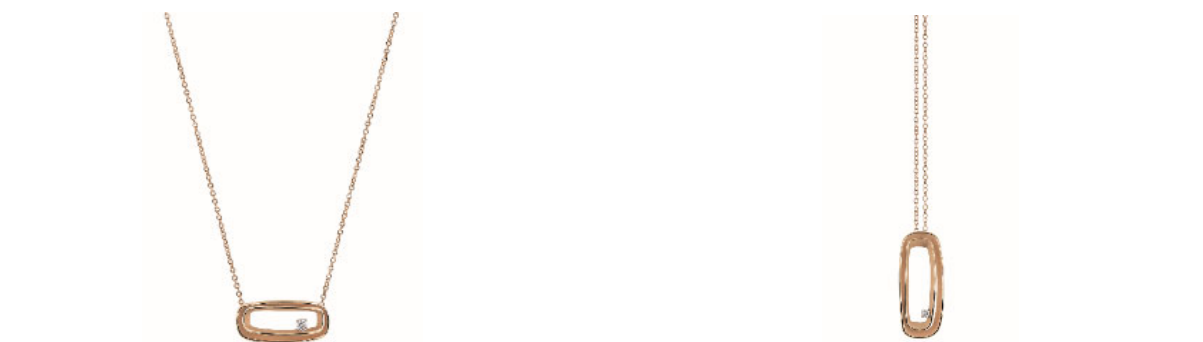
Made in Italy, **Annamaria Cammilli** is known for its meticulous Italian craftsmanship, sophisticated designs and organic shapes that are often inspired by nature. The brand's signature continues to be their unique shades of gold, which is the perfect match for today's women's daring and dynamic lifestyle. Created using special techniques combined with different alloys, the result is a range of remarkable 18 carat gold colours including natural beige, ice white, black lava, lemon bamboo yellow, orange apricot, champagne pink and yellow sunrise. This year welcomes a new addition to the family of exclusive gold colours – a rich shade of chocolate brown, making **Annamaria Cammilli** the only jeweller in the world that can produce eight unique shades of gold colour consistently and beautifully.

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This new colour is one of the highlights in the brand's popular SERIE UNO collection, which also features new design styles. The collection's name, which translates into English as "Series One," refers to the fact that each jewel contains one single diamond as its focal point. Its minimalist designs and organic shapes are based on the concept of a slender ribbon twirling, as if in constant motion. Contrasting finishes and shades of gold, including one of the best-selling champagne pink, add to collection's understated elegance, making its designs – including a ring, bracelet, earrings and pendant – perfect for everyday.



To echo with the femininity of the brand, the new Bouquet Collection is introduced with a design mimicking the soft petals of flowers. The ingenious craftsman depicts the beauty of a delicate orchid flower dancing in the wind. An exclusive Orchid collection is specially created for the Hong Kong customers only. Original and sophisticated, this collection is designed for ladies looking for exquisite and delicate jewellery pieces to express their charming femininity. The collection includes rings, bracelets, earrings and necklaces, often featuring multiple shades of gold.

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Be bold and explore the colours of gold at **Annamaria Cammilli**, available exclusively at **masterpiece by king fook**.

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masterpiece by king fook

1. Shop G13 & G15, G/F, Central Building, 1-3 Pedder Street, Central, Hong Kong Tel: 2530 0550
2. Shop 216-217, L2, Pacific Place, 88 Queensway, Admiralty, Hong Kong Tel: 2845 6766

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.

About Annamaria Cammilli

Established over 30 years ago, Annamaria Cammilli is known for its expertise in creating unique gold finishes and shades, which have become the brand’s signature look. Made in Italy and headquartered in Florence, the brand is known for its unique Italian flair, sophisticated style and organic designs. Today Annamaria Cammilli is regarded as a jewellery design and artist, and the collection is sold at exclusive boutiques around the world.