



景福珠寶  
king fook jewellery

FOR IMMEDIATE RELEASE

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**King Fook Jewellery Hosts “The Green Treasure Show” Exhibition**  
**Indulge in the Dual Beauty of the Exquisite Jade and Emerald in the Journey of**  
**East Meets West**

The world of jewellery is colorful and enchanting. Among gemstones of different colours, rare jade and emeralds have always been treasured by the royalty and celebrities worldwide. Known for its abundant offerings of extraordinary and premium jewellery, **King Fook Jewellery** will be holding an exhibition titled as “The Green Treasure Show”, featuring a plethora of lavish jade and emerald exquisite pieces. Taking place from 27<sup>th</sup> April to 5<sup>th</sup> May at the **King Fook Jewellery** branch located at the Central Building in Central, the show allows the public to immerse themselves amidst the mystical and unusual charm of the two green treasures, jade and emerald.



**King Fook Jewellery** will showcase a range of jade jewellery that represents the traditional Chinese jadeite culture along with emerald jewellery that is recognized by the global jewellery industry as one of the four most precious gems. Featuring the theme of “Green Treasures”, it is probably the first show in Hong Kong where one can sample and appreciate both the Eastern and Western fascination on such green treasure trove all in one place. It is indeed a rare occasion definitely not to be missed.

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The jadeite, which is otherwise known as the "King of the Jade", was deeply adored by the Chinese historical figure Empress Dowager Cixi. Since then, the collection of jadeites been popularised and become a symbol of supreme status and honour. The beautiful stone, which features a vibrant green hue, high translucency and high hardness, is regarded as the treasure of the East and commands a high collection value. As its vibrancy and transparency will be enhanced over time, jadeite is widely treasured as a valuable heirloom.



While Empress Dowager Cixi was a dedicated collector of jadeite, legendary American actress Elizabeth Taylor was also deeply passionate about the beautiful stone. The famed star was known for her love for opulent jewellery, with the emerald necklace being one of the most famous of all. Gifted by her husband Richard Burton, the necklace was worn by Taylor in many important occasions in her life. Synonyms with eternity and love, the emerald is regarded as the oldest gem in history, as seen in the jewellery creations in ancient Egypt. Recognised as one of the four most precious gems worldwide alongside diamonds, rubies and sapphires, emeralds are highly coveted by collectors for centuries. Known for its scarcity and topnotch quality in the gemstone market, the widely sought-after stone commands an extremely high market value.

Today, jade and emeralds are no longer restricted to the royalty's collections. Thanks to the elegant and stylish designs by contemporary jewellery designers, jade and emeralds are restyled into modern forms which can be easily mixed and matched with different outfits.

Simply wear a jade bangle and an emerald ring to match a chic ensemble and you will exude an unstated sense of feminine elegance. While a jade necklace and some emerald earrings will no doubt add a touch of glamour and sophistication to your little black dress at any dinner banquets.

The selection of jade and emerald jewellery featured in the upcoming exhibition commands a very high rarity and preciousness in the market. Let **King Fook Jewellery** take you on a journey to explore the mysterious and enchanting jade and emerald series!

**“The Green Treasure Show”**

Date: April 27 – May 5, 2019

Time: 10:00 – 20:00

Venue: Shop G21, Central Building, 1-3 Pedder Street, Central, Hong Kong

— 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.