

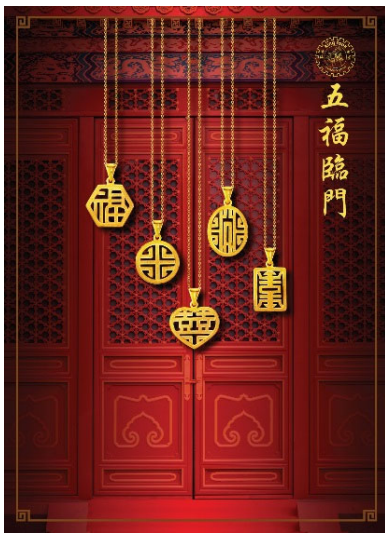


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king fook jewellery

FOR IMMEDIATE RELEASE

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King Fook Jewellery's "Bliss Collection" Pays Tribute to the Chinese Concept of Happiness and Transforms Classic Gems into Chic Golden Designs



King Fook Jewellery's latest Spring "Bliss Collection" 999.9 gold series blends stylish designs, minimalistic aesthetics and Chinese traditional elements all into one. The result is a range of fashionable and elegant jewellery pieces that reflect the fine attributes of Chinese culture. In this collection, the designer pays tribute to the concept of Five Blessings and re-interprets the five blissful Chinese words namely "Fook", "Luk", "Sau", "Xi", and "Cai", giving birth to the "Modern Five Blessings Concept". Transformed into ornaments that combine chic patterns with graceful silhouettes, these golden jewellery are no longer restricted in wedding and special occasions – they can now be mixed and matched with casual apparel worn every day.

The design of the "Fook" pendants and earrings nods to the ancient Chinese saying that associates number "six" with infinity. With that in mind, a hexagonal frame is picked to symbolize endless blessings. Whether you are a career-oriented woman or a girl-next-door, a pair of simple gold earrings like these can no doubt invigorate your look like no other.



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The "Luk" and "Sau" pendants and earrings, both made of 999.9 gold, are patterned with ancient symbols and carved with modern perforated design. These jewellery pieces, which are filled with blessings, will no doubt bring unforgettable memories to your family or friends on their birthdays. Minimalistic and elegant, these pieces can also be mixed and matched easily, bringing your loved ones an abundance of blessings as they are on-the-go every day.



The "Double happiness" or "囍" is one of the most enduring motifs in Chinese culture. As a symbol that represents celebratory occasions, "Double Happiness" in red is especially commonly found in wedding invitations and on wall decorations. Its special symmetrical font structure evokes the silhouette of a man and women standing side by side holding hands. The character also symbolizes blessings for the marriage, good fortune, as well as the love of husband and wife. In particular, the heart-shaped frame design sheds light on the love between men and women, making it an ideal gift for weddings.



For the "Cai" pendants and earrings, the designer drew inspiration from the aesthetics of ancient Chinese copper coins. The playful oval-shaped outline on the other hand, injects a refreshing and elegant touch to the overall collection.

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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.