



景福珠寶  
king fook jewellery

FOR IMMEDIATE RELEASE

June 28, 2019

**King Fook Jewellery's New "Bliss" Collection**  
**Transforms Chinese Traditional Crafts into Stylish Gold Accessories**

In its newly launched "Bliss" 999.9 gold Ruyi collection, **King Fook Jewellery** continues to stay true to its roots by reinterpreting Chinese traditional crafts to create fashionable and delicate gold jewellery. Inspired by this auspicious icon in Chinese traditions, the designer expresses them in contemporary gold jewellery designs for daily wardrobe coordination, fit for dynamic metropolitan lifestyle of today's women.

"Ruyi", symbolizing "good luck" in Chinese, is a traditional Chinese handicraft that is said to have evolved from the tablets carried by the ministers during the morning assembly at the ancient palace. The traditional Ruyi features a diverse range of engraving designs: flowers, dragons, Ganoderma (Lingzhi), or bats that symbolize "fortune". These designs embodying auspicious meanings such as good luck, happiness, good fortune, peace and happiness, making "Ruyi" a popular collectible among the royalty and the commoners. With the growing popularity of Ruyi, the engraving on Ruyi has also been widely applied to the decorative aesthetics of mainstream art known as "Ruyi engravements".



**King Fook's** Ruyi series features Ruyi to create various 999.9 gold jewelries such as necklaces, bracelets and earrings for everyday wearing. The perfect blend of impeccable craftsmanship and modern aesthetics highlights Chinese classical elegance and sophistication. Not only does this collection lights up your day-to-day outfits, it also brings good fortune and positive vibes to your daily life.

*Cont'd/P.2*

One of the key pieces in the Ruyi series is the 999.9 gold pendant. You can pair it up with a gold necklace, or you can adorn it with beautiful Chinese knots transforming the pendant into a fashionable yet classical adornment. This pendant is also your ideal birthday gift bestowing your best wishes on your dear friends.



Home sweet home. **King Fook** introduces this special 999.9 gold chopsticks holder using "Ruyi" as the design. In addition to Ruyi's auspicious meanings, this chopsticks holder can hold two pairs of chopsticks signifying sweet bonding between couples, thus making it a perfect gift for the newlyweds.

- 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.