



FOR IMMEDIATE RELEASE

September 16, 2019

**The Italian Jeweller Palmiero Celebrates 40<sup>th</sup> Anniversary**  
**Brings a new Collection to masterpiece by king fook with**  
**the Theme of "40 Years - When Jewellery Meets Art"**

As the pivot of international jewellery brands, **masterpiece by king fook** strives to bring the world's top luxury jewellery pieces to Hong Kong customers in order to meet their different needs. **Palmiero**, its exclusive Italian premium jewellery brand, has always been at the forefront of the Haute Couture Jewellery industry. This year, **Palmiero** celebrates its 40<sup>th</sup> anniversary with a new collection with the theme of "40 Years – When Jewellery Meets Art", of which jewellery masterpieces are created to reflect traditional Italian craftsmanship and unique jewellery art pieces.

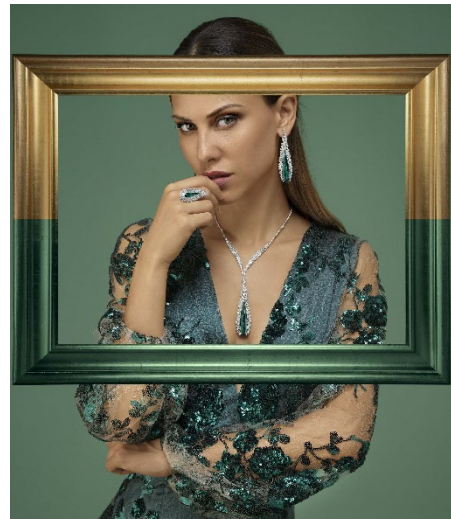
**Palmiero** was established by Carlo Palmiero in the 1970s in Valenza, the northwestern Italy that is celebrated for its traditional goldsmith techniques. Valenza is the cradle of many outstanding jewellery designers. Carlo Palmiero, the brand's pioneering founder and designer, strives to break the rules by changing the traditional concept of jewellery solitaire inlays. With unique shape design and exquisite craftsmanship, along with the brand's signature colour gradient processing method, his jewellery pieces are transformed into pieces of sculpture that can be appreciated from a 360-degree view.



"Inspiration can come from a dew drop on a blade of glass, a particular architecture or even a piece of cloth seen during a fashion show. I believe in curiosity and in my "childish" eyes creative artists have never lost, even when they are 100 years old!" said Founder and Designer Carlo Palmiero.

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Carlo Palmiero firmly believes that jewellery pieces are more than accessories, but a work of art. Through the play with pulsating shades, designs and lines, designers can explore the exciting and imaginative space of art. A designer as well as an artist, Carlo creates with gold instead of a canvas and with colourful gemstones instead of paint. Coupled with his enthralling imagination, he uses jewellery as a means to express different emotions. Through the exceptional craftsmanship of inlaying, a collection of precious, rare and high-quality gemstones is crafted into art pieces bursting with passion. This year's theme "40 years – When Jewellery Meets Art" is Carlo's strong pursuit for art. "After 40 years of continuous research, I decided to marry jewellery with art instead of focusing on the mass market. I try to express my strong sentiments for arts through jewellery creations." Therefore, the photos of this jewellery series are all framed, resembling the masterpieces displayed at the museums. The flawless combination of jewellery pieces and art reflects the brand's passion for art.

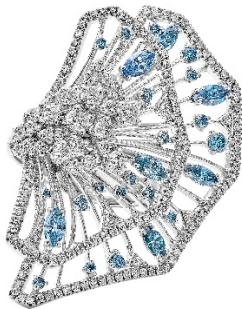


Blooming flowers have always been a source of inspiration for designers. **Palmiero's** brand new "Embracing Flowers" collection is the perfect expression of the beauty of flowers. The designer brings a flower to life by lighting up the pistil with a mix of colourful gemstones as well as highlighting the texture of petals with gemstones and white diamonds. The result is a vivid floral diamond ring with an explosion of colours.



In addition to the floral designs, the brand also launched the "Underwater World" series, a collection that explores the magical force of the ocean. By using exquisite craftsmanship, the designer outlines the silhouette of swimming fish using rare black and white diamonds and sapphires. A pair of lifelike Pisces earrings is born to perfectly reflect the enchanting beauty of the marine world.

Whether it is at work or at home, modern women constantly strive for perfection and personal achievements. The design concept of the "Vanity" series is derived from the sense of accomplishment of the metropolitan ladies. The necklace, entirely inlaid with dazzling white diamonds, makes a strong statement of contemporary bold lines. This jewellery piece reflects confidence and femininity of modern women through glistening jewels and an audacious design.



The new "Tissage" series is a truly unique creation. Glistening and bold, the ring is entirely beset with colourful diamonds inlaid by the designers with unique aesthetics. Whether you want to make a bold fashion statement or you are looking for an elegant and stylish adornment, these rings from the "Tissage" series can no doubt put you in the lime light.

Let's embark on a journey to a culturally-rich jewellery art museum with **Palmiero's** brand new diamond jewellery series. These art-inspired creations are now exclusively available at **masterpiece by king fook**.

— End —

**masterpiece by king fook**

1. Shop G21, G/F, Central Building, 1-3 Pedder Street, Central, Hong Kong
2. Shop 216-217, L2, Pacific Place, 88 Queensway, Admiralty, Hong Kong

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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.

### **About Palmiero Jewellery Design**

Palmiero was established by Carlo Palmiero in the 1970s in Valenza, the Italian capital of high jewellery. Every creation is inspired by Carlo's imagination, thoughts, reflections and recollections and is brought to life using the rarest diamonds and precious stones. Crafted in the brand's atelier-laboratory in Valenza, Carlo oversees all phases of production from the design to the choice of the materials, and works with a selected team of goldsmiths and artisans to create jewels that marry high-tech with high-craft. Each piece is produced in limited quantities, thereby ensuring that its truly different and unique.