



景福珠寶
king fook jewellery

FOR IMMEDIATE RELEASE

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King Fook Jewellery Debuts Victorian Collection
Unveiling the World of Colourful Jewellery for You

For years, **King Fook Jewellery** has been creating countless unparalleled exquisite jewellery pieces with unique design and craftsmanship. This summer, **King Fook Jewellery** draws inspiration from the retro Victorian style and cleverly combines vintage glamour with modern jewellery in a range of rubies, sapphires and emeralds from around the world. The result is the refined “Victorian Collection”. While rubies, sapphires and emeralds each have different symbolism and value, each of these colours is ideal for the mix and match of different outfits for different occasions. Thanks to these jewellery creations, your everyday wear will be enriched with vivid colours.

The 19th century Victorian style abandoned mechanical beauty, instead it reinterpreted classical art to shape the aesthetic art restoration style. The Victorian style is a true embodiment of aestheticism, with a focus on delicate, extravagant and stunning design and craftsmanship. Celebrated for their stunning silhouettes and multi-layers, the glamorous colours embody the extravagance of the royalty lifestyle and continue to affect the aesthetics of modern jewellery design. By paying tribute to the retro Victorian style jewellery, **King Fook Jewellery** created a range of tasteful pieces with exquisite craftsmanship and classical carving techniques.

Adorned by glistening diamonds, the brilliant hues of the rubies, sapphires and emeralds of **King Fook Jewellery’s** Victorian Collection further stand out against the range of elegant lines and patterns of the diamonds.

Striking and powerful, rubies are celebrated as the stone of energy and passion. Show off your sophistication and confidence with the statement-making 18K White Gold Ruby and Diamond Earrings and the multifunctional 18K White Gold Ruby and Diamond Ring and Pendant.



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Sapphires, on the other hand, symbolize eternity, loyalty and honesty. The stone is ideal for conveying love and thoughts to your special someone.

Whether it is a cosy dinner date with your valentine or a grand dinner occasion, the 18K White Gold Sapphire and Diamond Earrings, as well as 18K White Gold Sapphire And Diamonds Dual-use Ring and Pendant are your perfect picks. Thanks to these creations, you will glow with a noble and elegant aura effortlessly.



As a symbolism of strength, status and happiness, emeralds are ideal for conveying blessings as well as serving as an heirloom. Embellish your outfits with 18K White Gold Emerald and Diamond Ring as well as 18K White Gold Emerald and Diamond Earrings, to exude your ingenuity and strength.



With its ingenious design, **King Fook Jewellery** enhances the essence of the gemstones and enables Victorian Collection to become the fashion statement and identity of modern women. What's more, these colourful jewellery pieces also bring colours and allure to your own jewellery box.

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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.