



FOR IMMEDIATE RELEASE

July 15, 2019

**King Fook Jewellery's 999.9 Gold Dragon and Phoenix Plaque Collection**  
**Pioneering Gold Wedding Accessories and Inspiring Novel Wedding Gift Choices**

In continuation of the exceptionally artistic 999.9 gold Dragon and Phoenix Plaque Collection last year, **King Fook Jewellery** brings you another Dragon and Phoenix Plaque collection blending modernity with traditional Chinese motifs. The pun-intended couplet “Dragon Charms Phoenix; Dragon-Phoenix Charms” is the collection’s design language for a series of modern classical wedding gold plaques are created. The blending of modernity with classic Chinese motifs has made this new collection a pioneering gold jewellery collection, offering Hong Kong consumers novel choices for wedding gifts.

**Dragon Charms Phoenix; Dragon-Phoenix Charms**

“Dragon” is always associated with emperors symbolizing power, dignity, and courage in ancient China. “Phoenix” is the bird of the birds and is always associated with empresses symbolizing elegance, beauty and auspiciousness. Designers of **King Fook Jewellery** have thus unified these two classical Chinese motifs with perfect balance and created this new 999.9 gold Dragon and Phoenix Plaque Collection with brimming blessings, making this collection a brand-new choice of wedding gifts. This new collection has adopted clean, simple and modern lines to depict the classic Chinese motifs. The modern simplicity exudes a stylish elegance of these jewellery pieces that makes you shine on your wedding day. This collection also coordinates well with your daily wear allowing you to incorporate Chinese tradition to your modern life by making your fashion statement with a touch of Oriental elegance and beauty.



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Inspired by the traditional Chinese motifs of dragon and phoenix, one of the pendants of the latest Dragon and Phoenix Plaque Collection adopts "Dragon and Phoenix rise and dance with the wind" as the theme. You can see the celestial dragon rises in synchronicity with the whirl of the wind, whilst the ethereal phoenix flutters and flares in a dance. Designers articulate the romantic interaction of the dragon and phoenix to elicit the inseparable conjugal love of newlyweds.



Another pendant design depicts the unification of dragon and phoenix symbolizing the inseparable and supporting spousal bond as well as the wish of harmonious love and family. The modern design of the pendant is marked with the exquisite craftsmanship. This 999.9 gold Dragon and Phoenix Plaque Collection pendant by **King Fook Jewellery** adds modern twist to classical motifs making it your perfect accessory to adorn your everyday wardrobe.

This 999.9 gold Dragon and Phoenix pendant is designed with blessings of harmony, bliss and unification of family. The Chinese word for "dual happiness" is encircled by the dragon-phoenix union signifying the newlyweds with blessings of eternal love and affection.





This 999.9 gold pendant is the confluence of the Dragon and the Phoenix symbolizing the harmonious marriage of lovers. You can engrave your blessings and messages to the newlyweds on the back of the pendants making it the perfect wedding gift.

Inspired by the ancient imperial seal “Tiger Talisman” signifying conjoined sovereignty, **King Fook Jewellery** has designed a dragon-phoenix pendant with each mythical creature on the left and right side of it. Exquisite craftsmanship is exhibited in the meticulous engravings of the dragon and phoenix. This pendant can be worn as it is or separate each side and worn individually. This pendant is the couple’s ultimate love testament and a perfect symbol of unification.



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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.