



【For Immediate Release】

**Lukfook Group
Won “Best of Show Award of Open Group”
in “The 15th Hong Kong Jewellery Design Competition”**

(Hong Kong, 19 February 2014) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) proudly announces that the Group’s masterpiece “Joyful Tear” won the “Best of Show Award of Open Group” in “The 15th Hong Kong Jewellery Design Competition”. The awarded piece, “Joyful Tear” (shown below), was designed by Mr. Tse Ka Wing, Jewellery Designer of Lukfook. In addition, the Group is also very pleased that three other design pieces were awarded the “Merit Award of Open Group” in this competition.

Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group said, “The Group is honour to receive the “Best of Show Award of Open Group” in “The Hong Kong Jewellery Design Competition” for three consecutive years, affirming the ingenuity and creativity of our professional design team, as well as the exquisite craftsmanship and stylish design of our jewellery products. Looking forward, the Group will continue to boost the creativity of our design team, nurture more distinguished designers, and endeavour to design fascinating and contemporary high quality products to gain recognition from our customers and the industry.”

“The 15th Hong Kong Jewellery Design Competition” was jointly organized by the Hong Kong Trade Development Council (HKTDC), the Hong Kong Jewellers’ & Goldsmiths’ Association, the Hong Kong Jewellery & Jade Manufacturers Association, the Hong Kong Jewelry Manufacturers’ Association and the Diamond Federation of Hong Kong, aiming to enhance the creativity and design of the jewellery industry in Hong Kong. The judging criteria includes creativity and innovation, aesthetics, craftsmanship, wearability, marketability and topic relevance. The presentation ceremony was held at The W Hotel Hong Kong on 18 February 2014. Ms. Vickie Li, Jewellery Design Director, and Mr. Tse Ka Wing, Jewellery Designer of the awarded piece received the award on behalf of the Group.

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六福集團

LUKFOOK GROUP

Inset



Award: “The 15th Hong Kong Jewellery Design Competition” -
“Best of Show Award of Open Group”

Title of Design: “Joyful Tear”

Sponsoring Company: Luk Fook Holdings (International) Limited

Designer: Mr. Tse Ka Wing, Jewellery Designer of Lukfook Group

Design Concept

To tie in with the competition theme - “Timeless Glow”, the designer would like to bring out the magnificent, endless yet dynamic feeling through the glittering “eyelid” and “tears”. The human-like design demonstrates elegance, nobility and vitality. Through the concept of joyful tear, which leaves a shiny meteor track on the face, the designer conveys the message that human emotions of love and happiness take place in time and space across various cultures in an endless cycle, hoping that human would learn to cherish and give appreciation, and be able to spread love all over the world.

About Luk Fook Holdings (International) Limited (Stock Code: 00590)

The Group principally engages in the sourcing, designing, wholesaling, trademark licensing and retailing of a variety of gold and platinum jewellery, gold ornaments and gem-set jewellery, with a total of over 1,250 shops in Hong Kong, Macau, Mainland China, Singapore, the United States, Canada and Australia. The Group will continue to identify new business opportunities in the international market in response to its corporate vision, “Brand of Hong Kong, Sparkling the World”.

For more information, please visit the official website of Lukfook Group at lukfook.com.

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