



【For Immediate Release】

Lukfook Group
Won Awards of “Open Group” and “The Fashionable 18K Group” in
“Chuk Kam Jewellery Design Competition 2014”

(Hong Kong, 11 March 2014) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) proudly announces that the Group’s masterpieces “Symbiosis · Inclusion” and “My Golden Generation” (shown below) were selected as the winning designs of the “Open Group” and “The Fashionable 18K Group” respectively in the “Chuk Kam Jewellery Design Competition 2014”. The awarded pieces were respectively designed by Ms. Liu Lin Hui and Mr. Tse Ka Wing, Jewellery Designers of Lukfook.

Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group said, “The Group is very proud of our award-winning design team. Following the receipt of awards in the ‘The Hong Kong Jewellery Design Competition’, the Group received recognition in the ‘Chuk Kam Jewellery Design Competition’, affirming the creativity and ingenuity of our professional design team, as well as the exquisite craftsmanship and outstanding design of our jewellery products. Looking ahead, the Group will continue to strive for excellence, and endeavour to design contemporary and fascinating high quality products to gain appreciation from our customers and the industry.”

The “Chuk Kam Jewellery Design Competition 2014” was organized by the Hong Kong Jewellers’ & Goldsmiths’ Association and sponsored by the Hong Kong Trade Development Council and the World Gold Council. The competition aims to stimulate the creativity and enhance the craftsmanship of gold jewellery in order to better serve the market demands. The award ceremony was held at Hall 3E, Hong Kong Convention and Exhibition Centre on 5 March 2014. Mr. Au Kwok Kau, Group General Manager, Ms. Liu Lin Hui and Mr. Tse Ka Wing, Jewellery Designers of the awarded pieces received the awards on behalf of the Group.

~End~

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Photo of the ceremony and awarded piece:



Mr. Lawrence Ma, President of Diamond Federation of Hong Kong, China Ltd. (Left 2) presented the award to Mr. Au Kwok Kau, Group General Manager (Right 1) and Ms. Liu Lin Hui, Senior Jewellery Designer of Lukfook Group (Right 2)



Award : “Chuk Kam Jewellery Design Competition 2014” - “Open Group”

Title of Design : “Symbiosis · Inclusion”

Design Theme : “Inspiration of Live”

Jewellery Categories : Bracelets and Rings

Company : Luk Fook Holdings (International) Limited

Designer : Ms. Liu Lin Hui, Senior Jewellery Designer of Lukfook Group

Design Concept

The relief-like layered tiles is an epitome of the world. Everything seemed to be independently well-arranged yet interdepending. The overall shape of the wings symbolizes that all beings are looking forward to a better future, and all beings and things are of the same origin and should get along harmoniously, greatly contributing to our survival in an extraordinary space in this natural provision.

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Mr. Wallace Chan, Famous Jewellery Artist (Left 2) presented the award to Mr. Au Kwok Kau, Group General Manager (Right 1) and Mr. Tse Ka Wing, Jewellery Designer of Lukfook Group (Right 2)



Award : “Chuk Kam Jewellery Design Competition 2014”
- “The Fashionable 18K Group”

Title of Design : “My Golden Generation”

Design Theme : “Inspiration of Live”

Jewellery Categories :Others and Rings

Company : Luk Fook Holdings (International) Limited

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

Design Concept

Opportunity knocks but once, how many people know how to seize the opportunity? We need to grab the golden chance at present, fully utilize it and create a wonderful life.

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 and actively expand in China and overseas markets in response to its corporate vision, “Brand of Hong Kong, Sparkling the World”.

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

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