

【For Immediate Release】

Lukfook Group
Swept Multiple Awards in “The Fashionable 18K Group” and “Open Group”
at the “Chuk Kam Jewellery Design Competition 2018”

(Hong Kong, 14 March 2018) — **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) is pleased to announce that the Group’s design pieces stood out from the crowd and won multiple accolades at the “Chuk Kam Jewellery Design Competition 2018”. The recognition includes the Group’s various jewellery designers with winning entries, namely “Pegasus” by Mr. Tse Ka Wing, “Follow the Heart” by Ms. Li Yim and “Tattoos” by Ms. Chun Hiu Ling in “The Fashionable 18K Group”, while “ ‘WiFi’ Times” by Ms. Wang Wen Jing in the “Open Group” (photos of the winning pieces are shown below).

Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group said, “We are thrilled at sweeping four awards at the ‘Chuk Kam Jewellery Design Competition 2018’, closely after being awarded the “Best of Show Award (Open Group)” at ‘The 19th Hong Kong Jewellery Design Competition’, which affirms the outstanding talents and capabilities of the Group’s design team. The Group actively participates in jewellery design competitions to encourage its design team to aim high in innovation and craftsmanship, as the Group pursues perfection in the design and quality of its products. In future, the Group endeavors to provide cutting-edge and diversified products to align with a wide spectrum of customers’ tastes. ”

The “Chuk Kam Jewellery Design Competition 2018” was organized by Hong Kong Jewellers’ & Goldsmiths’ Association and sponsored by Hong Kong Trade Development Council and World Gold Council. The objectives of the competition are to stimulate the creativity and raise the standard of craftsmanship of Chuk Kam jewellery industry; and to arouse the market demand of Chuk Kam jewellery.

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Photos of the award presentation ceremony and the awarded design works:



Mr. Tse Moon Chuen, Deputy Chairman and Deputy General Manager of Lukfook Group (1st from right), and the awardee Mr. Tse Ka Wing (2nd from left) received the award from Mr. Kent Wong, Chairman of Hong Kong Jewellers' & Goldsmiths' Association



Award : Chuk Kam Jewellery Design Competition 2018 - The Fashionable 18K Group

Title of Design : Pegasus

Main Theme : Innovation and Rhythm

Jewellery Category : Necklace and Earrings

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

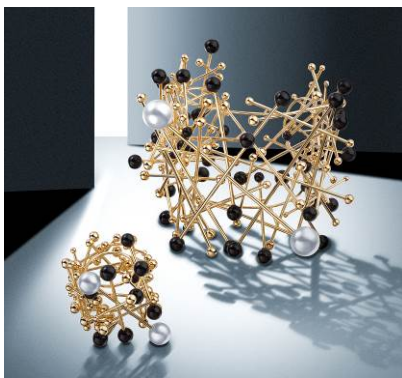
Design Concept
Inspired by the Chinese idiom - “a celestial horse soaring across the sky”, the designer converts bold imaginations into glittering necklaces and earrings embellished with the image of a celestial horse flying in the sky. The piece illustrates how creativity follows one’s heart, and that creative ideas are bold, boundless and unrestrained.

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Mr. Tse Moon Chuen, Deputy Chairman and Deputy General Manager of Lukfook Group (1st from right), and the awardee Ms. Li Yim (2nd from left) received the award from Mr. Kent Wong, Chairman of Hong Kong Jewellers' & Goldsmiths' Association



Award : Chuk Kam Jewellery Design Competition 2018 - The Fashionable 18K Group

Title of Design : Follow the Heart

Main Theme : Innovation and Rhythm

Jewellery Category : Bracelet & Ring

Designer : Ms. Li Yim, Jewellery Designer of Lukfook Group

Design Concept

As you like, you will follow the nature and embrace freedom without restraint, and will break the inherent framework and enjoy the unique existence to meet the advent of a new era.

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Mr. Tse Moon Chuen, Deputy Chairman and Deputy General Manager of Lukfook Group (2nd from right), and the awardee Ms. Chun Hiu Ling (2nd from left) received the award from Mr. Lau Hak Bun, Vice Chairman of Hong Kong Jewellers' & Goldsmiths' Association



Award : Chuk Kam Jewellery Design Competition 2018 - The Fashionable 18K Group

Title of Design : Tattoos

Main Theme : Individuality in the Mainstream

Jewellery Category : Necklace and Earrings

Designer : Ms. Chun Hiu Ling, Jewellery Designer of Lukfook Group

Design Concept

Inspired by the geometric tattoos popular with millennials in recent years, the designs are rendered in palpable semi-stereo and sheet form. Sometimes tattoos are for something or someone; however, it can also be an exclusive symbol for oneself — Faith, Power, Harmony, Creation, Expression, Combination.....

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Mr. Tse Moon Chuen, Deputy Chairman and Deputy General Manager of Lukfook Group (2nd from left), and the awardee Ms. Wang Wen Jing (1st from right) received the award from Mr. Vincent Fang Kang, Former Member (Functional Constituency - Wholesale and Retail) of the Legislative Council, HKSAR



- Award** : Chuk Kam Jewellery Design Competition 2018 – Open Group
- Title of Design** : ‘WiFi’ Times
- Main Theme** : Individuality in the Mainstream
- Jewellery Category** : Bracelet and Brooch
- Designer** : Ms. Wang Wen Jing, Jewellery Designer of Lukfook Group

Design Concept

In the WiFi era, the worldwide coverage of WiFi brings the world closer together, enables us to communicate with each other more closely, and makes our busy city life more convenient. WiFi has become an indispensable part of human life.

~End~

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

The Group principally engages in the sourcing, designing, wholesaling, trademark licensing and retailing of a variety of gold and platinum jewellery and gem-set jewellery products, with over 1,630 shops in Hong Kong, Macau, Mainland China, Singapore, Korea, Malaysia, 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 www.lukfook.com.

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