

HONG KONG JEWELLERY

香港珠寶

Vicenzaoro September 2021

ASIAN DISTRICT

HONG
KONG



HALL

2.1

Asian District rebuilds connection with buyers

IT is truly a blessing to see you all around in Vicenza amidst the unprecedentedly tough time. The Asian District is here to help you rebuild connection with global buyers. Together with you, we brace up for the challenges ahead with hope and optimism.

The Asian District, formerly Hong Kong Pavilion, has been among the most-esteemed national pavilions in the Vicenzaoro fairs for over two decades under the management of the Hong Kong Jewellery & Jade Manufacturers Association (HKJJA), the sole recruitment agent of the Fairs in Southeast Asia.

As always, this year HKJJA gathers some of the best jewellers from Hong Kong under one roof, bringing discerning international buyers and connoisseurs magnificent and trendsetting diamond and gem-set jewellery meticulously made by master craftsmen.



OUR RECEPTION ATTENDANTS HAVE EVERYTHING YOU WANT TO KNOW ABOUT THE PAVILION.



THIS YEAR, THE ASIAN DISTRICT IS LOCATED AT HALL 2.1.



OVER THE YEARS, THE ASIAN DISTRICT HAS EVOLVED TO BE AN ULTIMATE DESTINATION FOR TIME-HONOURED JEWELLERY WITH A MODERN TOUCH.



HKJJA HAS MAINTAINED A CORDIAL RELATIONSHIP WITH THE VICENZAORO FAIRS FOR OVER 20 YEARS.

To tie in with the anti-pandemic measures enforced by the Italian Exhibition Group (IEG), organiser of Vicenzaoro September 2021, the Asian District is relocated to Hall 2.1 (from Hall 3.1) where houses industry veterans from around the globe renowned for their refined traditional craftsmanship as well as experts with recognised professional skills. A visit to Hall 2.1 promises a fruitful trip to stock up for the upcoming festive season and get a glimpse into the prevailing design trends.

May we express our heartfelt gratitude to the organiser of Vicenzaoro September 2021 for bringing us the first significant physical international show in Europe since the onset of the Covid crisis. Also thank our exhibitors for their unreserved support to the Asian District despite the obstinate situation worldwide. We sincerely wish the show and our exhibitors a great success. ■

163
Christelle

156
Collective

155
KE

152 HKJJA 153 Nelson 154 Ritone

Exhibitors of Asian District, Hall 2.1

Christelle Limited	Booth #163
Collective Jewelers	Booth #156
K E Group Limited	Booth #155
Nelson Jewellery Arts Co, Ltd	Booth #153
Ritone Jewelry International Limited	Booth #154
Hong Kong Jewellery & Jade Manufacturers Association	Booth #152

Vicenzaoro fairground

Register now to get an e-coupon, present it at our HKJJA office (#152, Hall 2.1) during Vicenzaoro Fair to take the luggage belt home!

Tides over pandemic crunch



LEADING HONG KONG JEWELLERY MANUFACTURER MYER SAYS WHITE GOLD IS HERE TO STAY AS A POPULAR ALLOY FOR DIAMOND JEWELLERY.

LOCKDOWNS and travel restrictions issued in response to the Covid pandemic have deterred local customers and international visitors from splurging at brick-and-mortars, prompting jewellers to evaluate their business plans and redevelop business models.

Hong Kong's fine jewellery exports reported a 41-percent year-on-year slump in the first five months of 2020 while hard-hit retail sales remained in the negative territory for two years. However, when one door closes, another window opens as purchases have moved from offline to online sales channels. The uptake of e-commerce sales has altered the ways to serve patrons and attract potential clients. In a recent interview with *Hong Kong Jewellery*, jewellery manufacturers and exporters based in Hong Kong and Thailand shared their insights on how the unprecedented virus outbreak has transformed the business landscape and their strategies to stay competitive and relevant with their B2B and B2C customers during the tough time.

When social media takes the stage

Being digitally active is more vital than ever for brands when the pandemic has accelerated the shift towards a more digital world and triggered changes in online shopping behaviours that are likely to linger.

Social media engagement rate has seen a 40-percent rise across all stages of the pandemic, with Instagram making an astounding cut and outshining its prominent counterparts. Among more than 1.15 billion active Instagram users, 90 percent follow at least one business account and half of the users are more interested in a brand when they see its advertisements on Instagram. *Braze 2021 Global Customer Engagement Review* pointed out that 60 percent of marketing decision-makers have invested time in customer engagement tools.



CONTINENTAL JEWELLERY SEES A RISE IN DEMAND FOR LIGHTWEIGHT JEWELLERY AS PEOPLE BECOME BUDGET-CONSCIOUS AMIDST PANDEMIC.

"This year, we have experienced a slump in our sales turnover which reached a record low since 2011. Yet, we thrive to maintain business amidst turbulence," Camex Jewellery, Hong Kong, spoke candidly. Alongside website enhancement, the diamond and gemstone trader has ventured into the affordable social media marketing on Instagram.

Instagram is a highly visual and brand-driven platform where photo styling plays a crucial role in delivering brand personality. Proper lighting, a specific colour palette and themed props and backdrops are key elements to Camex's vibrant Instagram presence. The brand creates the vision and feelings of the specific lifestyle modern women aspire to, rather than focusing solely on jewellery pieces. Its Instagram serves as a jewellery version of OOTD blog, the social media-coined abbreviation for "outfit of the day", with jewellery layering image backgrounded by marble tables in black and white to evoke a sense of understated elegance and bright flower bouquets to make a pleasant colour contrast with gemstones. Given that Instagram hides captions beyond the first three lines, Camex tries to keep captions simple. "Feeling like a spring garden today busting with flowers and butterflies" and some emojis, for instance, is all it takes to inspire.

Circumstances alter cases

To translate engagement into actual business outcomes, Continental Jewellery, diamond jewellery manufacturer and wholesaler in Hong Kong, permanently shifted its target customers from brick-and-mortar retailers to online retailers by launching digital storefronts. Spokesperson Celine Cheung said: "We took decisive actions to retool our services for online retailers following the continuous growth of online retail as a result of changes in customer spending habits." Its upgraded website is filled with more jewellery in different styles and qualities, allowing clients to access product catalogues, request quotations and track packages. The company is able to shorten delivery-time thanks to the branch offices in UK and the United States.

Despite the pandemic has put digital customer engagement and e-commerce at the forefront, Hong Kong-based emerald specialist Sunlight Gems on one hand is stunned by what digitalisation is able to achieve, on the other it believes that most of the clients still prefer to purchase after seeing the physical piece rather



SILVER BEAD BRACELET SET, TIMAX JEWELRY

DIAMOND AND FRESHWATER PEARL GOLD NECKLACE, WING WO HING JEWELRY GROUP

than viewing and buying online. "Subtle differences in colour and clarity can dramatically affect emerald's value. It is not easy to find a way to present the true colour and clarity of an emerald, not even with the help of technology," Sally Li, production and sales coordinator of Sunlight Gems explained. In the foreseeable future, online platform serves as one of the channels to reach audience worldwide, she added.

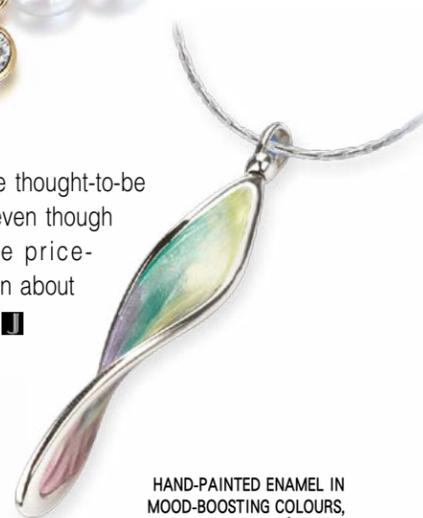
Chase, which wholesales and retails diamond jewellery in the United States, Europe and Hong Kong, shared similar view: "Customers in Hong Kong prefer traditional shopping experience. Shopping in-store allows them to have personalised shopping experiences and try the items on before a purchase decision is made. However, given the current circumstances, they are willing to adopt to virtual try-on through mobile applications and other AR and VR tools."

Apart from ecommerce opportunities, the Hong Kong-based company pointed out that the history of gifting diamonds as an expression of love and celebration of relationships from family to friendship has generated demands for diamond jewellery throughout the pandemic, which echoed the customer research conducted by De Beers that nearly 90 percent of the survey-takers desired to express gratitude to loved ones through gifting and natural diamonds were seen as one of the options.

"In hard times, customers want to send jewellery that carries positive energy and meaningful messages to their loved ones," said Timax, another jeweller from Hong Kong.

Among gold, silver, fashion and fine jewellery, silver jewellery and gold fashion jewellery are major online sales generators as they are at a competitive price point, Wing Wo Hing Jewelry Group from Hong Kong explained.

For Bangkok-based RCAN Jewellery and Chokas, fine jewellery has



JEWELLERY DESIGN TRENDS IN 2021 PLAY WITH VIVID COLOURS AND TRIGGER IMAGINATION, ACCORDING TO LUCKY GOLD & SILVER CO.

HAND-PAINTED ENAMEL IN MOOD-BOOSTING COLOURS, FISH ENTERPRISES' NEWLY LAUNCHED AURORA COLLECTION IS A SENTIMENTAL GIFT TO SHOW EMOTIONAL SUPPORT TO A LOVED ONE DURING PANDEMIC.

MOTHER OF PEARL DANGLING EARRINGS, CHOKAS

surprisingly done well in the thought-to-be dull season for the sector even though end-customers are more price-conscious and more concern about necessities over luxuries. ■

An interview with Ken Lo on the post-Covid Hong Kong jewellery industry



KEN LO, HKJJA PRESIDENT AND DIRECTOR

THE jewellery industry has fared better than expected under the gigantic impact of the Covid-19 pandemic which has literally killed the global jewellery business since early 2020. Surging demand for luxury products from China and the United States has shielded the industry from further storms. Ken Lo, president and director of Hong Kong Jewellery & Jade Manufacturers Association

(HKJJA) has talked with *Hong Kong Jewellery*, shedding light on some of the trending topics in the industry – the China factor, the new normal, trade fair prospects and industry outlook.

The swift lockdown in China early last year amidst the initial outbreak of the pandemic had brought all manufacturing activities in the country to a halt. It came as a wakeup call for Hong Kong manufacturers who have shifted over 90-percent of manufacturing procedures northwards to diversify their production locations. What would you say about it?

Everything happened so quickly. It caught everyone off guard when production just came to a complete stop in China during the initial lockdown. A question sprang to our mind: "Should we reach out to other production bases to diversify risk?" While the idea started to grow, we noticed that the social and economic activities in China were steadily getting back on track in a few short months thanks to the decisive anti-pandemic measures taken by the central government to contain the virus. Instead of relying less on the Mainland, we have reinforced our believe in producing in the Mainland in future.

Over the years, Hong Kong manufacturers have been on the lookout for alternative production bases when facing the surging costs in China. Thailand, Vietnam and Turkey are among the mostly sought destinations. During the Sino-US trade war started

mid-2018, some jewellers shifted to produce in those countries in a bid to avoid the additional import tariff levied by the States. In the end, however, most of us still prefer to produce in China for effective communication. After all, language barrier is the hurdle of producing in non-Chinese-speaking regions.

A recent trend has seen a growing number of Hong Kong companies relocating value-adding processes including design and mould making back to the city from the Mainland where the escalating production costs have narrowed the gap with Hong Kong.

Navigating the new normal has become the order of the day. How do you see "the new normal" from a jeweller's perspective?

We have seen quite a few online exhibitions from around the globe over the last year and a half. As a matter of fact, I had suggested we do more virtual events right in the early stages of the outbreak when travel restrictions were getting tighter.

I think the size of live exhibitions in near future would reduce with bigger booths and lesser participants due to the social distancing measures on one hand, and the shrinking market on the other. Event organisers should take note of this new norm.

Physical shows are beyond comparison in terms of effectiveness, which is apparent from the unenthusiastic responses from digital-show participants. Although a certain kind of merchandise at below HK\$10,000 retail, for instance, can sell online, I think most of the fine jewellery have to be touched and viewed before a deal can be closed.

For most of Hong Kong's jewellery manufacturers who target overseas markets, e-commerce is not mainstream. Nevertheless, we should not neglect the accelerated pace of digitalisation brought on by the pandemic. At the end of the day, it is the online-to-offline business model that perfects customer's experience.



TRADE FAIRS ARE THE MAIN SOURCE OF BUSINESS OPPORTUNITIES FOR JEWELLERY EXPORTERS. (PHOTO COURTESY: HKTDC)

How has Hong Kong's jewellery industry been faring in the Covid crisis?

During the lockdowns, the number of visitors from mainland China has drastically slashed. However, the impact on local retailers has been relatively less severe as mainlanders are not their sole customer base. Most

of the stores can still sustain normal activities with restrained local consumptions, while some were shut or operated shorter hours.

The manufacturing and export sector, nevertheless, has been heavily stricken by the pandemic which shattered the entire jewellery supply chain with mines closed, factories shut down, trade fairs cancelled. Although we could do nothing to reverse the situation as we were rather passive, we fought for survival with perseverance and determination. Some jewellers still travelled abroad to secure orders, while some others had to seek to wage reductions or retrenchments.

On the positive side, most of us in Hong Kong are SMEs with a small headcount. The local government and the banking sectors have taken financial measures to help us ride through these difficult times. As our major export markets are gaining momentum, I believe our industry will soon be getting back on track.

Hong Kong's jewellery exports during the first five months this year achieved HK\$28.6 billion, the highest over the last decade year-on-year, with China having the lion's share. How would you interpret the encouraging figures?

It is a straightforward calculation. Let's say we have an annual budget of HK\$100 for jewellery. Due to the health crisis in 2020, we did not spend the money and saved it up for 2021. For some, even if they spent HK\$20 to buy something else in 2020, and decided to cut the 2021 budget by half to HK\$50 owing to the recent salary cut, they still have an aggregate sum of HK\$130 to spend on jewellery in 2021, much higher than the annual average. It explains the soaring demand for jewellery this year.

China accounted for nearly 38 percent of Hong Kong's total export values during the said period, ranking the top market. It was the first major economy to spring back from Covid-19. The robust recovery, growing consumption power, together with the so-called "revenge spending" did contribute to the staggering number.

Nevertheless, the export boom will lose steam in a longer term when consumer demand growth in China becomes moderate as the pent-up demand has come to fruition. A period of market adjustment will follow. It is difficult to predict the level of adjustment at this moment. Even if it is on a downward trend, it will outshine the 2020 performance. I think the worst seems to be over for Hong Kong's jewellery industry.

Moving into new markets is a constant quest for Hong Kong's jewellers. Would you give us some hints on making a prudent choice?

At the onset of Covid-19, the Sino-US trade war was in full swing. The subsequent tariffs and trade barriers set by the United States have made imports to the country difficult. I told our association members that we should not rely too much on



THE RENOWNED ASIAN DISTRICT AT VICENZAORO FAIRS IS ORGANISED BY HKJJA.

the western markets, but gain greater access to the Mainland where the population size is larger than the States and Europe combined.

Over the years, we have looked to make inroads into emerging economies such as Vietnam, Myanmar, Indonesia, etc. They have their own market uniqueness, strength and potential. However, when it comes to a promising market, purchasing power, industry integrity and trade regulations are paramount. China is unbeatable in this regard.

Meanwhile, we are not going to give up the traditional European markets including Italy, United Kingdom, Switzerland, France, Germany, etc. Our association has forged a very close bond with the Vicenzaoro fair in Italy, for instance. The Asian District, formerly Hong Kong Pavilion, we co-organised with the International Exhibition Group (IEG) is unarguably the largest overseas national group in the fair. Despite the reduced scale in recent years due to global economic downturn and the pandemic, we hope to bring the best from Hong Kong to Vicenzaoro, the window to the sophisticated markets in Europe.

What is your outlook for Hong Kong's jewellery industry?

It is said that when there are people, there are demands for jewellery. The staunch support from the huge domestic market in the Mainland has bolstered my confidence in the future of Hong Kong's jewellery industry.

China remains the jewellery manufacturing hub for Hong Kong despite the sanctions and additional import tariffs charged by the States during the trade disputes with the Mainland. I see no reason not to maintain the most effective Mainland-Hong Kong collaboration in future.

The United States will keep topping the list of our export markets besides China. I really hope, in the post-Covid era, the US jewellery industry would be more regulated in trading terms. After all, we have suffered enough of the unfavourable practice of purchasing on-credit all these years. ■

VO
vicenzaoro

the
jewellery
boutique
show

+

The state of the art

10__14_SEPTEMBER_2021_VICENZA

Vicenzaoro September: the first international live event in 2021 in Europe with a complete preview of the entire supply chain of excellence for the global jewellery community. Parallel to **VO Vintage**, the exclusive appointment with vintage watchmaking and jewellery, the launch of **VO'Clock**, with the contemporary watchmaking brands for a new concept of time.

VICENZA EXPO CENTRE - ITALY | WWW.VICENZAORO.COM

Organised by
ITALIAN EXHIBITION GROUP
Providing the future

In partnership with

Ministry of Foreign Affairs
and International Cooperation
ITTA
ITALIAN TRADE AGENCY
Within the Fiera Smart 365 Project

PRIMA
vicenzaoro
#primavicenzaoro

T.G
T.GOLD

VO'Clock
VO'CLOCK

VO
VINTAGE
Watches and Jewellery

f @ t y i n
#thestateoftheart

Italian Stars

Italian aspirations

FINE traditions, meticulous craftsmanship, uncompromising quality and an innate sense of style are the fundamental attributes of Italian designs that have appealed to seasoned connoisseurs at all times. In the face of adversity, some choose to be in a wait-and-see mode, while some are resilient to changes and stride steadily ahead. *Hong Kong Jewellery* shines a light on three prestigious Italian fine jewellery names, who talk about the Covid-hit industry, their strategies to turn businesses around and aspirations for a restart in 2021.

Alessio Boschi's storytelling creations always prompt anticipation of amazement. And they never fail to surprise. The award-winning Roman designer started his own brand **Alessio Boschi Jewels** in 2010 after serving a number of renowned jewellery houses as creative director. Every piece of his original design sheds new light on our understanding and appreciation of jewellery in terms of forms, functions and technology. He unveils new collections to loyal customers and potential buyers at private events and major exhibitions around the globe. The Covid-induced global lockdowns and travel restrictions since early 2020 have smashed his (and the entire industry's) business plans.

"I refuse to get depressed and shut down my mind. On the contrary, the pandemic has forced me to find new ways to be creative in my design and marketing strategies with the help of technology and digitalisation in order to be able to maintain a voice in our wonderful jewellery world," said Boschi.

At the most disastrous and challenging times, according to him, people were forced to think out of the box. He said: "During those times some of the greatest geniuses

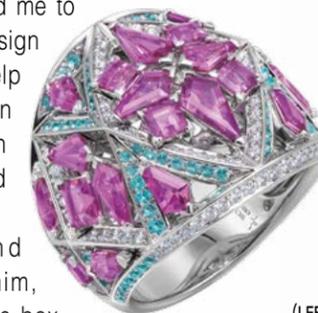
or the brightest minds came out, and some of the most inventive and modern revolutionary ideas were born."

Over the last few months, Boschi dedicated tremendous efforts to engaging clients online via social media platforms, gaining an active presence in the jewellery world at webinars and putting the fingers of the customers on his pulse by regular contact online.

Sharing and offering help to others, for Boschi, are particularly essential at hard time. "We need to help each other. This is a global crisis and everyone is on the same boat," he said. To inject a positive attitude into the dispirited trade, he held two conferences at Voice in Vicenza, Italy and Inhorgenta in Munich, Germany, sharing his positive thoughts, creativity and enthusiasm with the show goers. In a bid to share his design inspiration and amazing story with a broader audience, he lets the Museum of Jewelry in Italy exhibit one of his creations for some years.



A CHAIN OF ELABORATED PAINTINGS INSPIRED BY THE INTERIOR OF THE GOLESTAN PALACE IS HIDDEN IN THE *GOLESTAN PALACE RING*, ALESSIO BOSCHI



(LEFT) *THE CELESTIAN DOME RING*, (RIGHT) *OPEN THE POEM RING TO DEVOUR THE PRECIOUS BOOK WITH SEVEN PAINTINGS*, ALESSIO BOSCHI

Italian Stars



PRINCESS FLOWER EARRINGS, ROBERTO COIN

While social distancing refrains us from meeting people, it allows us to re-connect ourselves again. "We reviewed our stock and marketing material, modified few pieces, updated some prices, and designed new packaging. These are those things that we had left behind because of the lack of time," said Boschi.

A recognised trendsetter, Boschi says talismans with positive messages will be sought-after

amidst crises and uncertainties as people are searching for reassurance and protection. "People will want to get out of this dark moment and look for positivity. We want to go out and reconnect with Mother Earth," he said.

He went on a spiritual journey during his stay in Tuscany for the last 11 months visiting Etruscan sites and medieval villages, decorate churches and abandon castles in contact with the colours of nature change between seasons. "Nature once again has given me a lesson about fragility and versatility of life. Everything is changing, nothing stays still. Nature has also offered a warm refuge for my fears and worries," he added. The designer is currently working on a collection paying homage to Mother Nature, reproducing the fragility and beauty of flowers in a circle of seasons in a hope to help people escape from the challenging 2020.

Aspired to make every woman unique and distinct, **Roberto Coin Spa** has evolved to be one of the best-known Italian jewellery brands in the world since inception in 1996. What makes the brand memorable is the small ruby that comes with an immense story.

In many ancient societies, ruby was believed to possess magical power. The pharaohs in ancient Egypt, for instance, considered ruby a talisman of love, joy and everlasting health. In the East, in the tales of Burma, warriors wore rubies for protection. Besides, an old Hindu myth suggested that ruby was the fruit of the sacred Kalpa tree of hope and desire. All these captivating stories have inspired Roberto Coin, brand founder, to set a small but important piece of ruby in every piece of his creations as a passionate symbolic signature of the brand.

Out of a loving desire, Coin reacted fast to give help to those in need during the pandemic. As he said, Italians have always extremely bonded with families and friends which is part of their DNA.

According to him, although they were strongly suffered from the consequences of the lockdown which stopped everything completely, they capitalised on the accelerating pace of digitalisation of late. "We decided to invest in the international market and we kept daily contacts with all our clients worldwide thanks to the digital communication platforms. Today, I can say that we have reached some results that looked impossible at the beginning," said he. "The e-commerce was working more than ever before, so were our Facebook and Instagram profiles. We have also worked in some exclusive digital events to present our collections," he added.

Since the very beginning of Roberto Coin's adventure in the jewellery world, he was sure that he wanted to be authentic and to express his vision of beauty in jewellery. "I wanted to enhance the uniqueness of women. You can't enhance their uniqueness if you gave them the same piece of jewellery. That is why I tried to create a different jewellery for each different, unique woman," he said when explaining his ever-changing designs.

According to Coin, 'variety' is going to be a must for 2021. "In this era of inclusivity and diversity, differences are precious. I think that in 2021 I will strongly reinforce my initial vision," he said.

World-renowned micro-mosaic contemporary



LOVE IN VERONA RINGS, ROBERTO COIN



ROCK & DIAMONDS BANGLER, ROBERTO COIN

jewellery maker **Sicis Jewels** employs the artistic technique from the 7th century in Rome. The rod material made of minerals, diamond dusts and glass has a thickness of just a millimetre. Mosaic masters cut the rods in small pieces and set them one by one by hand to obtain the desired pattern. The micro-mosaic jewellery is set in gold with diamonds and gemstones. It is the cultural heritage, unique patterns and master craftsmanship that make Sicis Jewels' jewellery sought-after.

All year round the Milan-based brand takes part in trunk shows in major cities and significant trade fairs around the world to present their new collections to existing and potential customers. Covid-19 has disrupted the brand's schedules; nevertheless, it did not stop it from moving onwards while keeping customers engaged.

Giliola Cont, Sicis Jewels' head of marketing and communication, said: "We have maintained ongoing relationships with our customers through our managers.

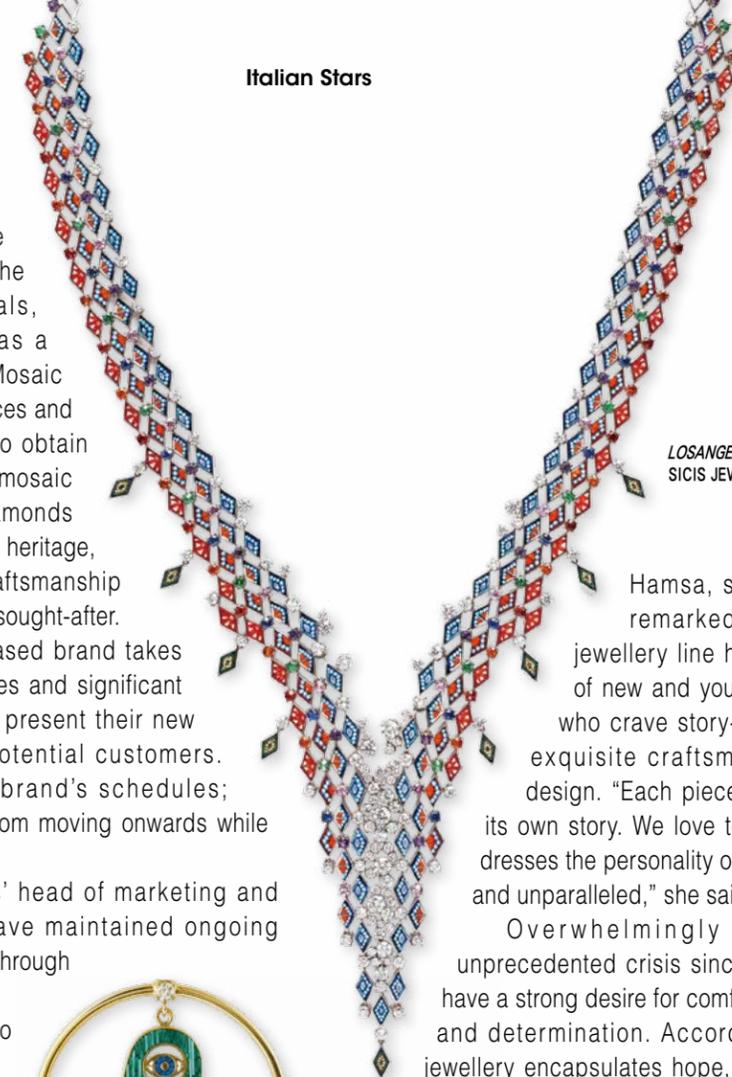
When our customers want to see the jewellery directly, we have found the way to satisfy them by arranging private meetings in compliance with sanitary measures."

In a hope to cultivate the knowledge of Sicis Jewels' design and craftsmanship to customers, they have worked close with leading fashion and trade magazines online in different countries and regions. To explore more possibilities of selling online, the brand started collaborations with some lifestyle and trend websites.

"As we were aware that it is increasingly crucial to explore the digital world to make ourselves known all over the globe, we have gone digital some time already. In June 2019, we launched an e-commerce initiative. We also have a series of online sales partnerships with leading global marketplaces," Cont said.

The closer bond we developed with our family and friends during lockdown comes as an emotional drive to jewellery purchase. According to Cont, it might explain the reason for the exponential online sales of the *Universe* collection, a contemporary and easy-to-wear jewellery line featuring loving and auspicious motifs including heart, clover,

Italian Stars



LOSANGE COLLECTION NECKLACE, SICIS JEWELS



HAMSA HOOP EARRINGS, SICIS JEWELS

Hamsa, star, flower, etc. She remarked that even the high jewellery line has attracted interest of new and young customers in Asia who crave story-telling jewellery with exquisite craftsmanship and unique design. "Each piece of our jewellery has its own story. We love to make jewellery that dresses the personality of the wearer, exclusive and unparalleled," she said.

Overwhelmingly impacted by the unprecedented crisis since early 2020, people have a strong desire for comfort, relaxation, energy and determination. According to Cont, charm jewellery encapsulates hope, fortune and courage would be all the rage in 2021. The *Universe* collection set in 18-karat gold with micro-mosaic and natural gemstones, for instance, shall be worn as a talisman or amulet that brings optimism and a spirit of light-heartedness to our lives. ■



TESSERAE COLLECTION 'SECRET GARDEN' RING, SICIS JEWELS

A NEW SENSE OF BLOSSOMING



18-karat rose gold *Rainbow Collection* parure set with multi-coloured sapphires and diamonds, **Legrand**
T (852) 2765 7818 F (852) 2363 5045
info@legrandjew.com www.legrandjew.com

18-karat pink gold bangle set with multi-coloured sapphires and diamonds, **Perfect Group**
T (852) 2334 6841 F (852) 2764 5608
info@hkperjew.com.hk www.hkperjew.com.hk



14-karat white gold *Dance Flower* earrings set with rubies and diamonds, **Polaris**
T (852) 2252 3388 F (852) 2363 2776
admin@polarisjew.com www.polarisjew.com



18-karat rose gold (left) and yellow gold (above) earrings set with red garnets and diamonds, **Camex**
T (852) 2312 2612 F (852) 3020 3255
sales@camex.com.hk www.camex.com.hk



18-karat rose gold ruby and diamond ring, **B K**
T (852) 2529 0878 F (852) 2529 1495
bkjhk@bkjewelry.com www.bkjewelry.com



18-karat white gold brooches set with corals, coloured gemstones and diamonds, **S.J. Lau**
T (852) 2369 0818 F (852) 2369 3200
info@sjlau.com www.sjlau.com



18-karat white and rose gold brooch set with coloured gemstones and diamonds, **Sunlight Jewelers**
T (852) 2362 2707 F (852) 2362 2708
sales@sunlightjewelers.com www.sunlightjewelersltd.com



18-karat yellow gold ring and earrings set with citrines, garnets and diamonds (above)
18-karat yellow gold earrings set with coloured sapphires and diamonds (left), **Front Top**
T (852) 2367 9001 F (852) 2367 9048
fronttop@netvigator.com www.fronttop.com.hk



18-karat pink gold *Pink Sapphire Magnolia Flower Ring & Earrings* set with coloured gemstones and diamonds, **Goldiaq**
T (852) 2356 7638 F (852) 2356 1738
ga@goldiaq.com www.goldiaq.com



18-karat rose and white gold brooch set with rubies, pink diamonds and diamonds, **Eternity**
T (852) 2854 4688 F (852) 2854 0157
EML@eternitymfg.com www.eternitymfg.com





18-karat white gold fei cui pendants with diamonds, **Imperial**
T (852) 2721 4371 F (852) 2311 6909
info@imperialjewelry.com.hk www.imperialjewelry.com.hk



18-karat rose and white gold ring set with natural fei cui and diamonds, **United Jewelry**
T (852) 2332 6663 F (852) 2710 8214
general@united-jewelry.com.hk united-jewelry.com.hk



18-karat yellow gold earrings and pendant set with Australian opals and diamonds, **Opal House**
T (852) 2334 1366 F (852) 2764 1208
opal@opalhouse.com.hk www.opalhouse.com.hk



Sterling silver necklace set with freshwater pearls and gemstones, **Wing Wo Hing**
T (852) 2739 0002 F (852) 2724 0745
hi@wwhpearl.com www.wwhpearl.com



18-karat yellow and white gold ring set with natural fei cui and diamonds, **United Jewelry**



18-karat white gold opal ring with diamonds (left)
18-karat yellow gold *Aurora* opal ring with diamonds (above), **Opals Mine**
T (852) 2367 0886 F (852) 2721 0498
judychan@opalsmine.com www.opalsmine.com





18-karat white gold necklaces and earrings set with sapphires and diamonds, **Continental**
T (852) 2363 8882 F (852) 2765 7516
sales@continental.com.hk www.continental.com.hk

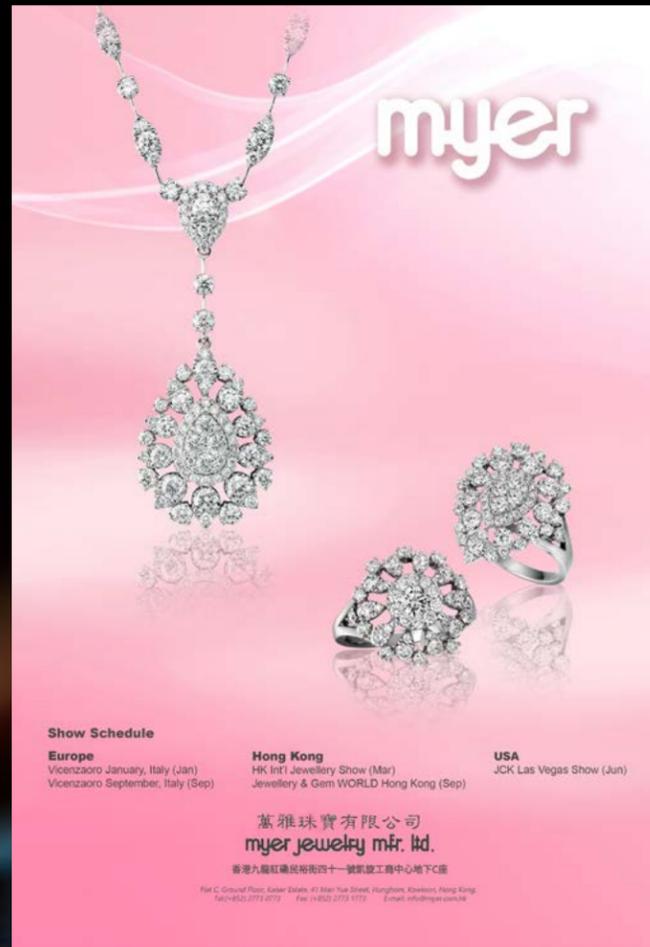
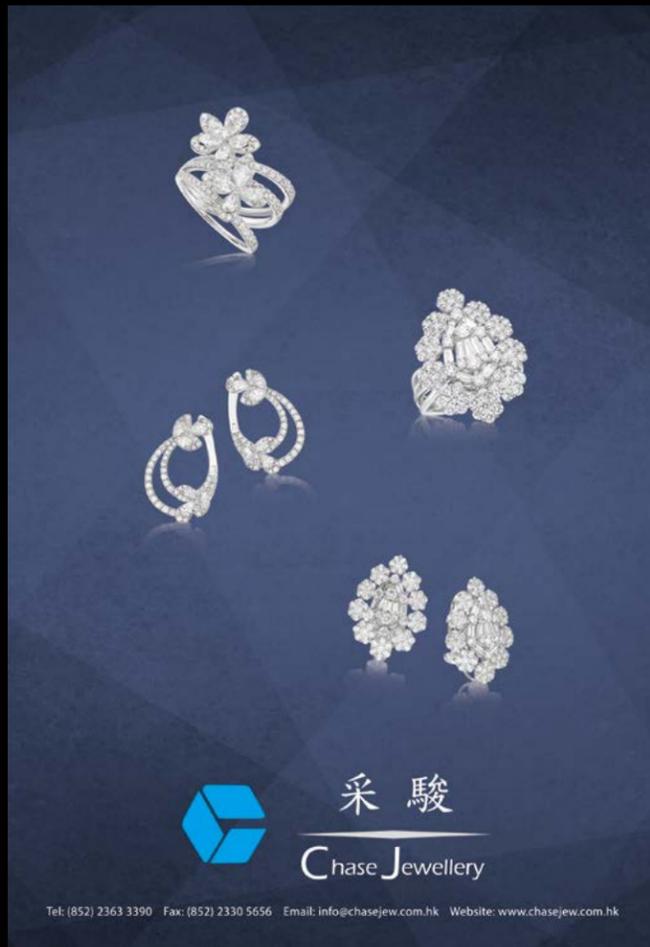


18-karat white gold sapphire and diamond earrings and necklace, **Lawrence**
T (852) 2722 0789 F (852) 2722 0884
lawtradco@gmail.com



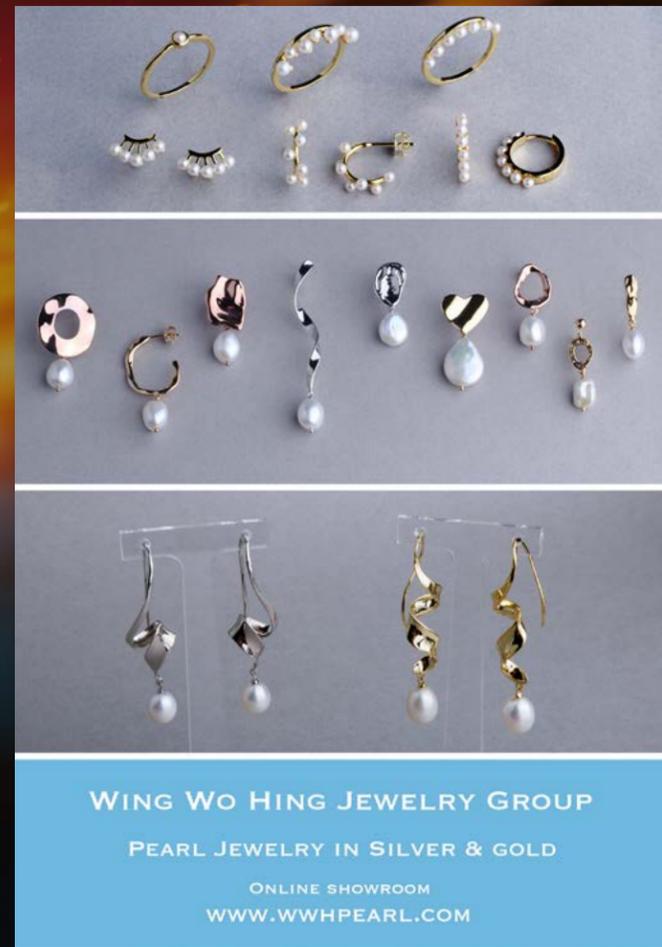
18-karat white gold sapphire and diamond ring, **Perfect Group**





See you at Hall 3.1, Asian District

in January 2022



Fish Enterprises(Thailand)Ltd.

ODM Custom Design Service

18k & Sterling Silver



Retail Enquiry: www.nicolebarr.com
ODM Enquiry: fishent@loxinfo.co.th

Looking for a manufacturer to produce your designs? Contact us.

CHOKAS GROUP
CH MANUFACTURING
CH.MF



CH MANUFACTURING
NEW COLLECTION
2021.1



SEE MORE COLLECTIONS AT THE SHOW
www.chmanufacturing.net please contact sales@chokasjewelry.com



CH MANUFACTURING
NEW COLLECTION
2021.1



CH MANUFACTURING
NEW COLLECTION
2021.1



V
VINTAGE
A
A
G
G
E

Watches and Jewellery

The exclusive fine vintage watch and jewellery marketplace at which to buy and sell unique valuable items is back at Vicenza Expo.

Open to collectors and enthusiasts.

In conjunction with Vicenzaoro.

11_13 SEPTEMBER 2021

VO
VO'CLOCK

Vicenzaoro's new business area specifically for contemporary watches, the only event in Europe to be held in physical attendance in 2021, with a selection of brands exhibiting the new concept of time.

For trade operators.

10_14 SEPTEMBER 2021

See you at Hall 3.1, Asian District in January 2022

RCAN
jewellery



RCAN JEWELLERY CO.,LTD.

Vicenza Oro - Hall 3.1 Booth # 132.
Bangkok Fair - Booth # Z26-30 & AA25-29.
Hong Kong Show - Grand Hall E10 (HKCEC).

322/14B, 322/15, Bangkok Gems & Jewelry Tower
11th Floor, Surawongse Road, Bangrak,
Bangkok-10500. Thailand.

Tel:- (622) 631-7494-96 Fax:- (622) 631-7497.
E-mail: rcanjewellerybkk@gmail.com.

[rcanjewellery](https://www.instagram.com/rcanjewellery)

This supplement is published by Hong Kong Jewellery Magazine Ltd in September 2021 to promote the Asian District @ Vicenzaoro September 2021 managed by the Hong Kong Jewellery & Jade Manufacturers Association (HKJJA).

Jewellery photos on the cover are from:



1. Christelle Limited
2. Collective Jewelers
3. Nelson Jewellery Arts Co, Ltd
4. K E Group Limited
5. Ritone Jewelry International Limited

Editorial & advertising enquiries:
T: (852) 2334 4311 E: info@hongkongjewellery.com.hk



[hongkong.jewellery](https://www.instagram.com/hongkong.jewellery)



[Hong Kong Jewellery Magazine](https://www.facebook.com/HongKongJewelleryMagazine)



HKJM.com.hk

Any unauthorised reproduction of the supplement or any part thereof is strictly prohibited. Matters involving any alleged infringement of design, copyright, patent, trademark or other intellectual property rights (in the advertisements) should be addressed to the advertisers.

In partnership with



VICENZA EXPO CENTRE - ITALY | WWW.VICENZAORO.COM

Organised by **ITALIAN EXHIBITION GROUP**
Providing the future

VO
vicenzaoro
the jewellery boutique show

#thestateofheart

OEM & ODM Welcome

• Silver • Gold • Stainless Steel • Brass •

