

CHOW TAI FOOK

HIGH JEWELLERY

For Immediate Release

Chow Tai Fook Presents "Chinese Couture" High Jewellery Exhibition in Shanghai

Shanghai, 24 June 2026 – The leading global Chinese jewellery house Chow Tai Fook has unveiled the **Chinese Couture** High Jewellery collection with an exhibition in Shanghai that tells the story of Chinese attire across time. Continuing the brand's vision to showcase the beauty of China to the world through exquisite jewellery, Chow Tai Fook has interpreted Eastern aesthetics through contemporary design for nearly a century. Following last year's **Timeless Harmony**, the first High Jewellery collection inspired by Chinese culture, this year's exhibition turns to traditional sartorial elements: silk thread, cords, ribbons, button knots, and cloud collars. Through meticulous craftsmanship, these elements are translated into a new High Jewellery collection, presented alongside archival gold masterpieces and rare gemstones in a showcase shaped by cultural depth and artistic value.



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"Chinese Couture" High Jewellery Launch Event

Weaving Heritage into a Contemporary Expression

Presented in Shanghai, a cosmopolitan beacon where the world's finest gathers in radiant confluence, **Chinese Couture** reflects a cross-cultural narrative: Chinese craftsmanship in an international design language, Eastern symbolism in contemporary expression. Through High Jewellery, Chow Tai Fook distils the Eastern aesthetic sensibility held in traditional needlework and tailoring into modern elegance designed to be worn and treasured.

The collection is led by Nicholas Lieou, Creative Director of High Jewellery. Born in Hong Kong and educated across the UK and US, Lieou brings a multicultural perspective and deep experience in international luxury jewellery to his design vision. Guided by the philosophy of "simplicity in complexity," his refined sensibility infuses High Jewellery with a fresh contemporary spirit.

In the language of High Jewellery, Chow Tai Fook allows the rituals of attire, the trust held in knots, and the grace of the cloud collar to cross time and speak to the present. This contemporary expression of Chinese aesthetics brings rare gemstones, traditional craftsmanship, and culturally significant materials into dialogue with modern life, giving High Jewellery new resonance on the global stage.

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Jade Ombre creations from Chinese Couture

A Journey Through Time: The Chinese Couture Exhibition

The exhibition is presented as an immersive journey through the motifs, materials, and textures of Chinese attire. Classic sartorial imagery is translated into a unified spatial language: Fei cui 's (Jadeite's) ink-wash gradations, the interlocking structure of button knots, the flowing lines of cloud collars, and the tension of cord and ribbon appear through layered display details. The collection's themes unfold in an experiential narrative, telling the story of Chinese Couture.

The journey begins with **Jade Ombre**, reflecting Fei Cui 's long-standing place as a spiritual material in Chinese civilisation. Through layered light, Fei Cui stones arranged by colour, and design sketches, the zone reveals the stone's natural gradations, organic texture, and traces formed over ages. The result is an immersive spatial experience that presents the quiet character of this material.

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The "Jade Ombre" exhibition area

Button Knot is centred on one of Chinese attire's most ingenious details. More than a functional fastening, the button knot carries ideas of connection and restraint through its interlocking loops. In the exhibition, hand-formed gold lines trace the order of a garment closure, while suspended button knot installations echo the curved lines of the High Jewellery pieces, expanding the motif's connection and tension in a dramatic visual landscape. In the jewellery itself, a central gemstone joins two gold arcs in an elegant fastening, turning structure into decoration and function into beauty.



The "Button Knot" exhibition area

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Yun draws inspiration from the cloud collar, a cultural symbol that evokes the sky and a poetic sense of landscape. Layers of gauze-like installations suggest drifting clouds, while curved walls and screens guide guests through a space that feels open and fluid. The jewellery follows the same principle of reduction, moving away from literal cloud motifs to focus on a single lower curve. Through asymmetry and negative space, Yun suggests clouds in motion, leaving purposeful space for openness and balance.



The "Yun" exhibition area

The **Cord and Ribbon** return to the origins of Chinese textile culture. Tracing the movement from a single thread to cord and to fabric, the space reflects the essential logic of garment construction. Woven installations across the walls suggest strands crossing and gathering, while the jewellery gives these forms a new expression. Cord captures the movement and strength of a single twisted strand, with diamonds catching light across every surface. Ribbon uses 22K gold in a creative way, satin-like texture, and Eastern filigree to evoke the softness of silk, with diamonds and pearls adding definition and warmth. Together, the themes express the balance of softness and strength held in silk, cord, and ribbon.

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The "Cord & Ribbon" exhibition area

Creative Resonance Across Disciplines

During the exhibition opening, Chow Tai Fook hosted a cross-disciplinary forum titled **The Art of Chinese Couture, The Pursuit of Excellence**. Moderated by Catherine Yu, General Manager of High Jewellery at Chow Tai Fook, the conversation brought together Nicholas Lieou, Creative Director of High Jewellery, photographer Feng Hai, architect Zhuang Ziyu, and fashion designer Chen Yayi to discuss creative excellence and the contemporary expression of Eastern aesthetics.

Lieou explained how Chinese Couture distils elements such as button knots and silk cord from centuries of Chinese attire, translating them into the language of High Jewellery. The other guest speakers responded from their own disciplines, reflecting on patience, spatial narrative, and material exploration as different paths towards creative excellence.

Addressing how to express the beauty of China in a global context, the four cross-cultural creators shared a common view: Eastern identity is not found in borrowed symbols, but in narrative, emotional connection, and contemporary transformation. Each speaker brought a different lens to that idea, from historical encounter and spatial narrative to material specificity and modern design. The forum extended the exhibition's dialogue across photography, architecture, fashion design, and High Jewellery to resonate across disciplines.

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Chow Tai Fook "The Art of Chinese Couture, The Heart of Excellence" Forum

From left to right: Catherine Yu, General Manager of High Jewellery at Chow Tai Fook Jewellery Group; Nicholas Lieou, Creative Director of High Jewellery; Zhuang Ziyu, Founder and Principal Architect of BUZZ Architects; Feng Hai, renowned photographer; and Yayi Chen, Chinese fashion designer.

At the gala dinner, Sonia Cheng, Vice Chairman of Chow Tai Fook Jewellery Group; Kent Wong, Managing Director of Chow Tai Fook Jewellery Group; Global Brand Ambassador Yang Yang; and special guests George Lam and Sally Yeh graced the occasion. The evening opened with a dance performance inspired by thread, as dancers moved through light and shadow to evoke strands gathering into a powerful, ordered vision of Chinese Couture.

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Sonia Cheng, Vice Chairman of Chow Tai Fook Jewellery Group, and Kent Wong, Managing Director of Chow Tai Fook Jewellery Group Limited, along with other brand executives, propose a toast during the event.



Global Brand Ambassador Yang Yang, together with special guests George Lam and Sally Yeh, attend the gala dinner.

The High Jewellery runway presentation that followed featured emerging Chinese designer Chen Yayi and her eponymous brand YAYI. Dedicated to sparking dialogue between Eastern and Western aesthetics, YAYI shares a natural resonance with Chow Tai Fook's design philosophy, a

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connection expressed on stage through the beauty of Chinese attire and the brilliance of High Jewellery.



Chow Tai Fook High Jewellery runway presentation

Set against the glittering lights of the Huangpu River, the Chinese Couture High Jewellery Exhibition brought the beauty of Chinese attire into the world of jewellery. It marks the next step in Chow Tai Fook High Jewellery's ongoing exploration of Chinese culture, translating heritage into contemporary creation, and bringing Chinese jewellery to the global stage.

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About Nicholas Lieou, Creative Director, High Jewellery

Nicholas Lieou is the Creative Director, High Jewellery at Chow Tai Fook Jewellery Group. In his role, he leads the creation of modernised high jewellery, catering to the desires of Chow Tai Fook Jewellery's exclusive clientele.

Nicholas' design philosophy is inspired by his diverse background and international upbringing, seamlessly blending the artistry of the East and the West. His creations are celebrated for their clean lines, minimalist aesthetic, and meticulous attention to detail and technical precision. Deeply rooted in his passion for traditional crafts and gold work, Nicholas's designs beautifully embody the fusion of Chinese culture with universal and contemporary sensibilities.

Born in Hong Kong, Nicholas pursued jewellery design studies at renowned institutions in London and New York such as Central Saint Martins, the Royal College of Arts, and Fashion Institute of Technology.

About Chow Tai Fook Jewellery Group

Since its founding in 1929, CHOW TAI FOOK, the flagship brand of Chow Tai Fook Jewellery Group, has been celebrated for its bold designs and meticulous attention to detail. Our commitment to innovation and craftsmanship has made us synonymous with excellence, value, and authenticity.

As the global Chinese luxury group, we blend contemporary designs with traditional techniques to create timeless pieces. Each collection reflects our customers' stories and lives, celebrating their special moments. We aspire to inspire and captivate generations to come, weaving the story of CHOW TAI FOOK into their own.

Our brand portfolio includes the iconic CHOW TAI FOOK flagship brand, HEARTS ON FIRE, ENZO, and MONOLOGUE, offering a wide variety of products that also includes an expanding range of cutting-edge IP collaborations. With over 5,000 stores worldwide, we offer a seamless client journey across all touchpoints that includes a network across China as well as a growing number of global locations.

Chow Tai Fook Jewellery Group Limited (SEHK: 1929) has been listed on the Main Board of the Hong Kong Stock Exchange since December 2011. We are committed to delivering sustainable long-term value for our stakeholders by continually enhancing earnings quality and driving higher value growth.