

# CHOW TAI FOOK

## Chow Tai Fook × National Games Collection: Meticulous Jewellery Crafted to Celebrate Athletic Excellence



Chow Tai Fook × National Games Collection Officially Unveiled

**September 19, 2025**—The 15<sup>th</sup> National Games of the People's Republic of China ("15<sup>th</sup> National Games") will officially open on November 9, sparking major excitement nationwide. Chow Tai Fook Jewellery Group Limited ("Chow Tai Fook Jewellery Group", "Chow Tai Fook Jewellery", the "Group" or the "Company"; SEHK stock code: 1929), today proudly unveils the Chow Tai Fook × National Games Collection. Inspired by the 15<sup>th</sup> National Games emblem, medals and iconic elements, the Collection captures the strength and beauty of competitions in exquisite designs.

As the exclusive jewellery sponsor of the 15<sup>th</sup> National Games, Chow Tai Fook has also taken on the honour of designing and crafting the official medals. Continuing its extensive collaboration with the 15<sup>th</sup> National

# CHOW TAI FOOK

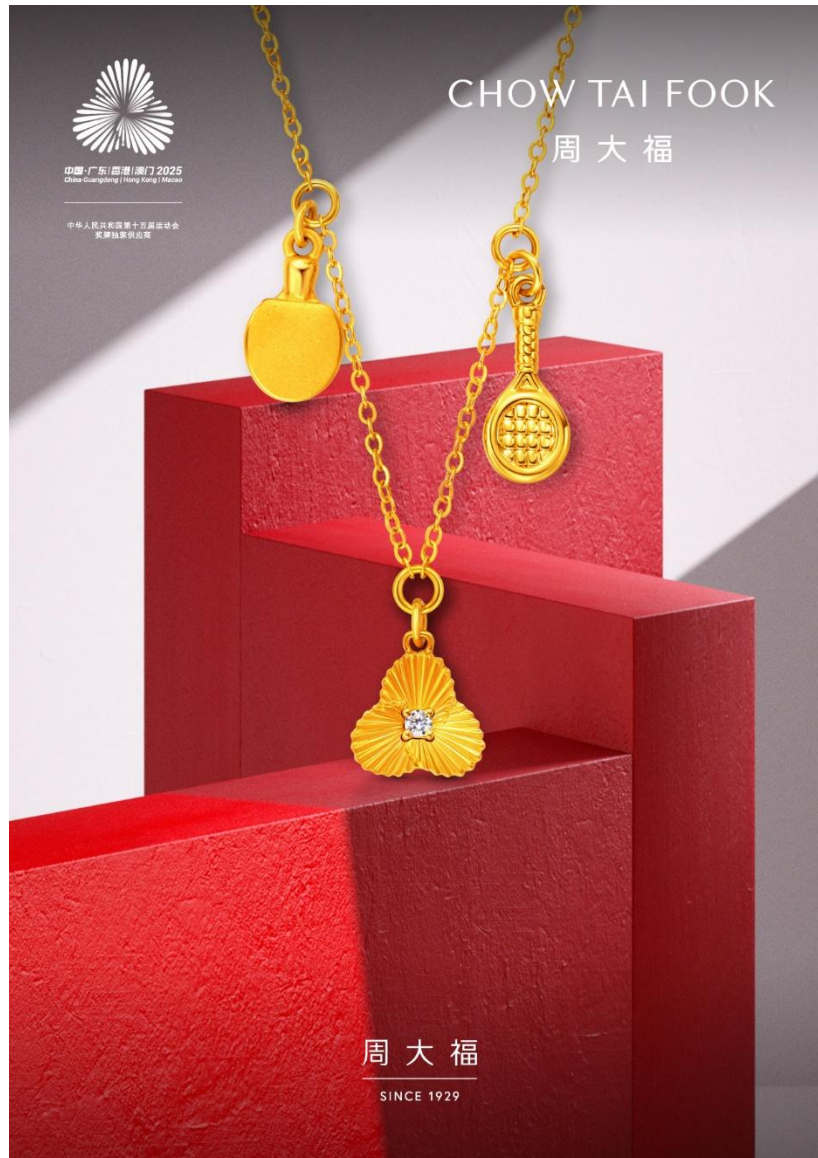
Games, Chow Tai Fook reinterprets the competition spirit with jewellery to immortalise athletic brilliance.

## Honour Sportsmanship with Exquisite Jewellery

Chow Tai Fook draws on its mastery in aesthetics, design, and craftsmanship to extend the aesthetic language of jewellery into the world of sports. Specifically created for the 15<sup>th</sup> National Games, the Collection presents styles in three themes. Each draws inspiration from the 15<sup>th</sup> National Games' emblem, medals, and mascot, respectively, conveying the 15<sup>th</sup> National Games' spirit with a creative language that transforms its culture into a form of art connecting with the public.

The designs inspired by the 15th National Games emblem weave together the petals of the kapok, bauhinia, and lotus - symbols of Guangdong, Hong Kong, and Macao - into a radiant, concentric motif. The intricate three-dimensional layers give jewellery a sense of rhythm and vitality. Among the five exquisite emblem creations, the standout piece places a brilliant natural diamond at the heart of the 15<sup>th</sup> National Games emblem. The central stone celebrates athletic prowess while the surrounding motif reflects the flourishing spirit of the Guangdong-Hong Kong-Macao Greater Bay Area and the unity that shapes its shared future. Building on this idea, some necklaces and bracelets are also adorned with sports-themed dangling accents. These lively touches capture the moments of boundless energy and vitality while bringing a joyful spirit to each piece.

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Chow Tai Fook x National Games Emblem-Inspired Necklace

Some designs also feature the motif inspired by the 15<sup>th</sup> National Games gold medal, expressed through a circular medallion form adorned with the emblem motif. Details such as clasps that echo the medal's connecting design and hand-woven cords in the three flower colours of the 15<sup>th</sup> National Games carry the supreme honour and prestige of the gold medal into jewellery creations.

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Chow Tai Fook x National Games Emblem-Inspired Three Flower Colours Bracelet

In designs mainly drawing inspiration from medals, Chow Tai Fook creatively transforms the möbius rings encircling the medals into the central motif of the jewellery. This timeless symbol of eternity and continuity is reimagined in a minimalist and modern design language. The piece faithfully echoes the 66 finely engraved ridges on the outer ring of the medal, a tribute to the 66 glorious years since the inaugural National Games in 1959. These designs are further adorned with Chow Tai Fook's signature "Timeless Red", bringing energy and vibrancy to each piece. This hue symbolises the harmony, unity, and boundless vitality of the Guangdong-Hong Kong-Macao Greater Bay Area.



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Chow Tai Fook x National Games Medal-Inspired Bracelet

In addition, the mascots of the 15<sup>th</sup> National Games, "Xiyangyang" and "Lerongrong", are artfully woven into the designs. They are reimagined as lucky beads depicting sports such as diving, fencing, and dragon boat racing, conveying a vibrant and uplifting attitude to life. There are also themed designs inspired by the regional culture, such as Guangzhou, Hong Kong and Macao, highlighting both the unique allure of the Greater Bay Area and the inclusiveness and harmony of Chinese culture. Completing designs are these exquisite and stylish gold medallion pendants, versatile enough for daily wear, collecting, and gifting, combining versatility with playful charm.

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Chow Tai Fook x National Games Mascot-Inspired Lucky Bead Bracelet

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中国·广东·香港·澳门 2025  
China Guangdong / Hong Kong / Macao

中华人民共和国第十五届运动会  
奖牌设计总局

## CHOW TAI FOOK

周大福



周大福

SINCE 1929

Chow Tai Fook x National Games Mascot-Inspired Gold Medallion Pendants



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Chow Tai Fook x National Games Mascot-Inspired Gold Medallion Pendants

## Immortalise Every Endeavour to Celebrate Life in Motion

The Chow Tai Fook x National Games Collection stands out for its ingenious designs, moving beyond literal representations of the 15<sup>th</sup> National Games to artfully translate the core spirit of fighting, vitality, and passion into distinctive fashion symbols. While echoing contemporary aesthetic trends, the creations are also perfectly suited to various occasions, from daily commuting and leisure to sports and fitness, allowing wearers to exude confidence in every aspect of life.

The Collection carries the spirit of the 15<sup>th</sup> National Games into everyday life, inspiring the courage to move forward and a touch of luck. From the thrill of competition to life's shining moments, every endeavour becomes a cherished memory, beautifully captured in each piece of jewellery.



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## Honour a National Celebration with Craft Excellence

Excellence lies in the pursuit of victories measured in milliseconds on the field, and in precision measured in fractions of a millimeter in craftsmanship. With its rich heritage and trusted reputation, Chow Tai Fook was honoured to design and craft the official medals for the 15<sup>th</sup> National Games. Chow Tai Fook also created the Chow Tai Fook × National Games Collection using fine designs and craftsmanship. From precise carving to delicate claw-setting, every detail reflects a relentless pursuit of perfection.

This Collection continues the Chow Tai Fook's hallmark craftsmanship while innovatively fusing the dynamism of sport with the timeless allure of jewellery, turning fleeting moments of glory into lasting artistic treasures. It celebrates the distinctive charm and refined brilliance of Eastern aesthetics, while sharing the spirit of excellence unique to China with the world.

## Carry Dream forward, Empower the Spirit of Sports

The 15<sup>th</sup> National Games holds special significance for Chow Tai Fook. As a leading Chinese jeweller based in the Greater Bay Area and celebrated for its creativity, Chow Tai Fook leverages the region's rich foundation for innovations and unique global advantages to support the high-quality development of the local economy, while demonstrating its commitment and responsibility across multiple areas.

Chow Tai Fook has long been a steadfast supporter of China's sporting endeavours, growing alongside the nation's athletic development. In 2022, Chow Tai Fook took a key step by donating RMB 120 million to the Beijing Sport University Education Foundation to establish the "Cheng Kar-Shun Champion Development Foundation" with the aim to support more young people in pursuing their dreams and contributing to the nation's sports development.

The launch of the Chow Tai Fook × National Games Collection is both a tribute to the grand event and a tangible expression of the vision to build China into a strong sporting nation. Through the artistic language and emotional resonance of jewellery, Chow Tai Fook aims to infuse the spirit of passionate endeavour into everyday life, accompanying individuals in their moments of triumph. In doing so, the stories of perseverance, glory, and dreams are cherished, celebrated, and passed down through generations.

With the approaching of the 15<sup>th</sup> National Games, Chow Tai Fook will further deepen its support and involvement in Chinese sport, leveraging its strength to cheer on Chinese athletes and celebrate the spirit of sports.