

# CHOW TAI FOOK

## Chow Tai Fook x National Games Pop-up Medal Concept Exhibition Zone Lands at Kai Tak Mall 2 To Ignite Public Enthusiasm

#周大福 #ChowTaiFook #2025NationalGames #NationalGames



Download high resolution images here: [LINK](#)

**10<sup>th</sup> October, 2025, Hong Kong** – Chow Tai Fook Jewellery Group Limited ("Chow Tai Fook", the "Group" or the "Company"; SEHK stock code: 1929) proudly announces the grand opening of the Medal Concept Exhibition Zone themed around the 15<sup>th</sup> National Games of the People's Republic of China ("15<sup>th</sup> National Games") at Kai Tak Mall 2. As the exclusive jewellery sponsor of the 15<sup>th</sup> National Games, Chow Tai Fook has taken on the honour of leading the design and production of medals for China's highest-level premier multi-sports event. Continuing its extensive collaboration with the 15<sup>th</sup> National Games, Chow Tai Fook reinterprets the competition spirit through jewellery as a medium, immortalising athletic achievements and shining moments. The Group invites the public to join this grand celebration and experience the fusion of sports and art.



## CHOW TAI FOOK

The exhibition zone is meticulously crafted with vibrant and creative design, blending sports culture with exquisite craftsmanship. It not only showcases the ingenious medal designs but also features various interactive installations, reigniting public passion for this highly anticipated national sports celebration. The zone features an eye-catching 2-meter-tall giant medal photo spot, allowing visitors to closely appreciate each masterful creation and feel the glory and artistic charm of the medals. The interactive fencing game area introduces high-tech elements with large display screens and virtual fencing duel experiences, immersing participants in the thrilling competitive atmosphere. Participants who complete the game can redeem National Games-themed temporary tattoos at the Chow Tai Fook boutique on the same floor, allowing both adults and children to enjoy the experience and participate together in this sporting celebration. The tennis experience zone, inspired by this currently popular sport, incorporates tennis racket and ball props to create a trendy photo hotspot and interactive space with a relaxed and enjoyable atmosphere. Additionally, the overall ambiance features the passionate Chow Tai Fook's signature "Timeless Red" as its main tone, creating an intense, spirited atmosphere that fully showcases the fusion of sporting spirit and cultural heritage, crystallising the power and beauty of athletic competition in jewellery design.

To celebrate this momentous occasion, Chow Tai Fook specially invited Hong Kong fencer Ryan Choi and Hong Kong inline speed skater Vanessa Mimi Wong to participate. Ryan Choi, Hong Kong's first-ever men's foil world champion who claimed gold at the 2025 World Championships, shared at the opening ceremony: "I'm delighted to visit this Chow Tai Fook x National Games pop-up concept exhibition zone. My favourite area is definitely the interactive fencing game zone, and I'm thrilled to see my beloved sport gaining increasing popularity in Hong Kong. In the upcoming National Games, I will face every match in my best condition, hoping to bring glory to Hong Kong!" Vanessa Mimi Wong, who will make her National Games debut, shared: "I feel extremely honoured and excited to represent Hong Kong at the National Games. I'm so happy to meet everyone today at the Chow Tai Fook x National Games pop-up concept exhibition zone and truly feel your enthusiasm and support!"

During the 15<sup>th</sup> National Games, pop-up Medal Concept Exhibition Zone will be held at the Ground Floor Atrium, Kai Tak Mall 2, from October 9 to November 21, 2025. On the same floor, Chow Tai Fook's new boutique will also open its doors. The Group has officially launched the "Chow Tai Fook x National Games Collection, which artfully incorporates iconic design elements such as the Games' emblem and medals. The collection captures the strength and beauty of athletic excellence through refined jewellery craftsmanship, showcasing the brand's creativity and dedication to artistry.

This exclusive collection is now available at selected stores across Mainland China, Hong Kong, and Macau. Customers are warmly invited to visit and discover their cherished pieces. Through the artistic and emotional language of jewellery, Chow Tai Fook aims to blend the inspiring spirit of sportsmanship into everyday life. The limited-time concept exhibition will be open to the public free of charge, inviting everyone to celebrate and cheer on China's athletes with the brilliance of the brand.

**Date: October 9 to November 21, 2025**

**Time: 12:00-8:00**

**Location: Atrium, Level G, Kai Tak Mall 2, Kowloon City**

## CHOW TAI FOOK



Hong Kong fencer Ryan Choi experiences the virtual fencing duel at the interactive fencing game zone.



Hong Kong inline speed skater Vanessa Mimi Wong, who will make her debut at the National Games, takes a photo at the 2-metre-tall giant medal photo spot.



## CHOW TAI FOOK



(From Left) Mr. Quentin Wong, General Manager, Strategic Business Partnership, Vice Chairmen Office, Chow Tai Fook Jewellery Group Limited; Ryan Choi, Hong Kong Fencer; Ms. Annie Wong, Chief Operating Officer, Chow Tai Fook Jewellery Group Limited; Vanessa Mimi Wong, Hong Kong inline speed skater and Mr. Max Lam, General Manager of Creative & Design and Chief Creative Director, Chow Tai Fook Jewellery Group Limited, pose for a photo with the mascots of the 15<sup>th</sup> National Games, "Xiyangyang" and "Lerongrong", cheering for China's athletes with the power of the brand.



Mr. Max Lam, General Manager of Creative & Design and Chief Creative Director of Chow Tai Fook Jewellery Group Limited, who led the medal design team for the 15<sup>th</sup> National Games, shares the creative concept and features of the medal designs.

# CHOW TAI FOOK

## About Chow Tai Fook Jewellery Group

Chow Tai Fook Jewellery Group Limited (the "Group"; SEHK stock code: 1929) was listed on the Main Board of The Stock Exchange of Hong Kong in December 2011. The Group firmly upholds the vision: "To be the leading global jewellery brand that is a trusted lifetime partner for every generation", drawing on nearly a century of legacy and success.

Founded in 1929, the Group's iconic brand "CHOW TAI FOOK" has become an emblem of tradition, celebrated for its bold designs and an unwavering attention to detail. Building upon a rich heritage and a foundation of trust, the Group is not only widely recognised for honouring traditions but also for fostering deep, meaningful connections with a diverse customer base through its exquisite jewellery. The Group's long-standing commitment to innovation and craftsmanship has been integral to its success over time and has become synonymous with excellence, value and authenticity.

As a leading Chinese jeweller, the Group believes in blending contemporary cutting-edge designs with traditional techniques to create jewellery that can be passed down from generation to generation. Every collection is thoughtfully conceived and crafted to reflect the stories of our customers, celebrating the special moments in their lives. Committed to growing alongside our customers, the Group embraces a spirit that aspires to inspire and captivate generations to come, weaving the story of CHOW TAI FOOK into the fabric of their lives.

Offering a wide variety of products, services and channels, the Group's brand portfolio comprises the CHOW TAI FOOK flagship brand with curated retail experiences, and other individual brands including HEARTS ON FIRE, ENZO and MONOLOGUE.

The Group is committed to delivering sustainable long-term value creation for its stakeholders by enhancing the quality of earnings and driving higher value growth. We operate an extensive omni-channel retail ecosystem, with a retail network across China and multiple locations globally, complemented by a growing e-commerce business that further enhances our competitive edge.