



股份代號：1929 • 香港主板上市公司

For Immediate Release

Chow Tai Fook's Brand-New HUÁ Collection Embraces Traditional Chinese Culture with Contemporary Jewellery Designs

#ChowTaiFook #HUAcollection #StyleLegacy #GoldIsChic #CTFgold



12 July 2023, Hong Kong – As an advocate for preserving traditional gold craftsmanship, Chow Tai Fook's brand-new HUÁ Collection breaks conventional boundaries by redefining the rules of gold jewellery. With ancient motifs at its core, Chow Tai Fook is excited to introduce pieces inspired by the Tang Dynasty and Dunhuang to its collection.

Imbued with an undying passion for perfection, HUÁ Collection is an ode to innovation by blending contemporary designs with the essence of traditional Chinese culture. Representing wisdom and insights passed from dynasties to dynasties, the history and culture of China continues to influence each and every generation. Chow Tai Fook's HUÁ Collection pays tribute to Chinese heritage by transforming gold pieces into stylish fashion statements embedded with the vibrancy of traditional Chinese culture suitable for everyday wear.

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CHOW TAI FOOK

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Put a Spin to Summer with a Vision of Style Inspired by the Tang Dynasty

The Tang Dynasty was a golden era of art and culture known for its receptiveness to cross-cultural integration and innovation. With a first-ever collaboration with Shaanxi History Museum and Northwestern Polytechnical University, the latest pieces from the HUÁ Collection embody the exquisite lifestyle of the ancient era as reflected by Tang Dynasty collectables featured in the Shaanxi History Museum. The following pieces will be first exhibited and available at the pop-up store.



HUÁ Collection Pure Gold Bracelet

Inspired by a symbol of rank in the Tang Dynasty, the square buckle is transformed into modern squares, each adorned with an exquisite peacock motif in relief to highlight the modern appeal.



HUÁ Collection Pure Gold Bangle

The artisan recreates the delicate patterns of the Tang Dynasty gold inlay floral cup using exceptional filigree technique. The floral cluster and ruyi cloud motifs in relief carry the auspicious meaning of success.

Colourful Enamel from Dunhuang Art Unveils a Feast of Colours

The HUÁ Collection turns breathtaking Dunhuang murals into creative and auspicious design elements. From the design to the colour palette, each pure gold creation perfectly captures the beauty of Dunhuang art. Bold patterns are painted on pure gold using gold casting and enamelling techniques heated under high temperatures to reveal an extraordinary gem-like lustre and texture.

The HUÁ Collection features earrings, bracelets and necklaces that stand out with striking contrast between rich colours and lustrous gold, adding an eye-catching and stylish touch to your everyday summer look.



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HUÁ Collection Pure Gold Earrings



HUÁ Collection Pure Gold Bracelet



HUÁ Collection Pure Gold Necklace



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An Art of Gold that Transcends Through Time and Space

The HUÁ Collection links up the past and future manifested by the art of gold. Showcasing modern designs with a traditional cultural twist, Chow Tai Fook revolutionises gold jewellery into chic accessories using time-honoured gold-crafting techniques while incorporating precious materials like diamonds and vibrant colours. New pieces from HUÁ Collection can effortlessly complement everyday looks and inspire the younger generation to express their style and individuality.



HUÁ Collection Pure Gold and Diamond Pendant

Lotus is a symbol of purity and beauty. The motif is surrounded by exquisite openwork to create a see-through effect, while the sparkling diamonds lend brilliant radiance to the design. The back of the pendant is adorned with an auspicious fret pattern and foliate scrolls that symbolise prosperity and eternity, giving the artistic pendant another meaningful touch.



HUÁ Collection Pure Gold Earrings

Inspired by the snow lotus, vajra cross and the art of butter sculpture, these earrings represent the sincerest blessings. The modern drop design sways elegantly with every movement of the wearer.



HUÁ Collection Pure Gold Bangle

This pure gold bangle delights with its smooth and sleek silhouette and enchanting warm lustre. Representing the wishes for happiness and peace, the rich and timeless hue of the metal elevates every look instantly.



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HUÁ Collection Pure Gold Necklace

Drawing inspiration from the Dunhuang murals, this vibrant necklace features exquisite enamel details in red, green and blue that celebrate virtues and peace.

The colourful design gives everyday outfits a refreshing twist and creates a visual surprise.

About Chow Tai Fook Jewellery Group Limited 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’s vision is to become the most trusted jewellery group in the world.

Founded in 1929, the Group’s iconic brand “CHOW TAI FOOK” is widely recognised for its trustworthiness and authenticity, and is renowned for its product design, quality and value. A long-standing commitment to innovation and craftsmanship has contributed to the Group’s success, along with that of its iconic retail brand, and has been embodied in its rich heritage. Underpinning this success are our long-held core values of “Sincerity • Eternity”.

The Group’s differentiation strategy continues to make inroads into diverse customer segments by catering to a bespoke experience for different lifestyles and personalities, as well as customers’ different life stages. 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, SOINLOVE and MONOLOGUE.

The Group’s commitment to sustainable growth is anchored in its customer-centric focus and strategies, which are in place to promote long-term innovation in business, in people and in culture. Another asset underpinning sustainable growth is a sophisticated and agile business model. This supports the Group by fostering excellence and extending opportunities along the entire value chain to communities and industry partners across the world.

With an extensive retail network in China, Japan, Korea, Southeast Asia, the United States and Canada, as well as a fast-growing smart retail business, the Group is implementing effective online-to-offline (“O2O”) strategies to succeed in today’s omni-channel retail environment.

Chow Tai Fook Customer Service Hotline:(852) 2526 8649 / Website: www.chowtaifook.com

Chow Tai Fook e-Shop : <http://www.ctfeshop.com.hk>



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