



Chow Tai Fook (Stock Code: 1929) · A Hong Kong Main Board Listed Company

Immediate Release

Chow Tai Fook “Beyond Time” Natural Diamond Exhibition Arrives in Shanghai Featuring Extraordinary Jewellery Masterpiece “A Heritage in Bloom”

(6 March 2024, Shanghai) Natural diamonds are timeless treasures bestowed by nature. Billions of years ago, they silently formed deep within the Earth, preserving sentimental value over time. With nearly a century of history, Chow Tai Fook Jewellery Group has continued crafting these age-old natural diamonds into heartfelt heirlooms, remaining dedicated to the cultivation of jewellery craftsmanship and innovative designs.

On 6th March, Chow Tai Fook hosted its "Beyond Time" natural diamond exhibition at the historic Somekh Building in Shanghai. The exhibition features its masterpiece "A Heritage in Bloom" and other exquisite treasures, a showcase of how these enduring natural diamonds convey timeless sentiments through their unyielding brilliance.



Chow Tai Fook “Beyond Time” natural diamond exhibition

Reimagining 100 Years of Heritage in Shanghai

1929 marks the beginning of Chow Tai Fook’s exploration and inheritance of jewellery craftsmanship. Somekh Building, located in the Bund, is also an age-old establishment that has endured turbulent times in Shanghai, possessing a wealth of historical and cultural values. Because of its eventful history, Somekh Building has become the perfect place to host the "Beyond Time" natural diamond exhibition. The building shares similarities with natural diamonds – what were once hidden deep within the Earth have now evolved into glittering treasures admired by many people today, marking how beauty prevails in the face of drastic changes.

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To inject a sense of novelty into this historical building and arouse interest, Chow Tai Fook has adorned its exterior with a touch of red, the brand's iconic colour. A duo of sparkling, eye-catching butterfly installations are suspended from the building, a nod to the fluttering butterflies seen in Chow Tai Fook's masterpiece "A Heritage in Bloom". The display heightens the relationship between the historical building and this timeless jewellery brand, emphasising how aesthetics and culture can continue to blend "Beyond Time".



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Somekh Building exterior during the "Beyond Time" natural diamond exhibition

Unparalleled crafts and precious treasures

The design of this exhibition draws inspirations from natural diamonds with the use of interactive projection technology. Paying homage to the concept “From Earth to Heart”, it allows the public to experience the beauty of natural diamonds and the deep emotions they represent in an immersive environment.

Participants begin their journey through Chow Tai Fook’s magnificent curation as they walk down a red corridor reminiscent of diamond cuts. Once they enter the exhibition, the first thing they encounter is a storyboard describing the origins of natural diamonds. Through 3D images that bring this scene to life, visitors learn how natural diamonds undergo changes in the earth’s crust and emerge from volcanic eruptions to become glittering treasures.



The entrance corridor and 3D display at the “Beyond Time” natural diamond exhibition

Chow Tai Fook has always strictly controlled the procurement of rough natural diamonds and is committed to preserving the beauty of these age-old natural wonders. In the History Corridor, visitors can walk through the brand’s achievements, learning about 11 milestones since its establishment in 1929.

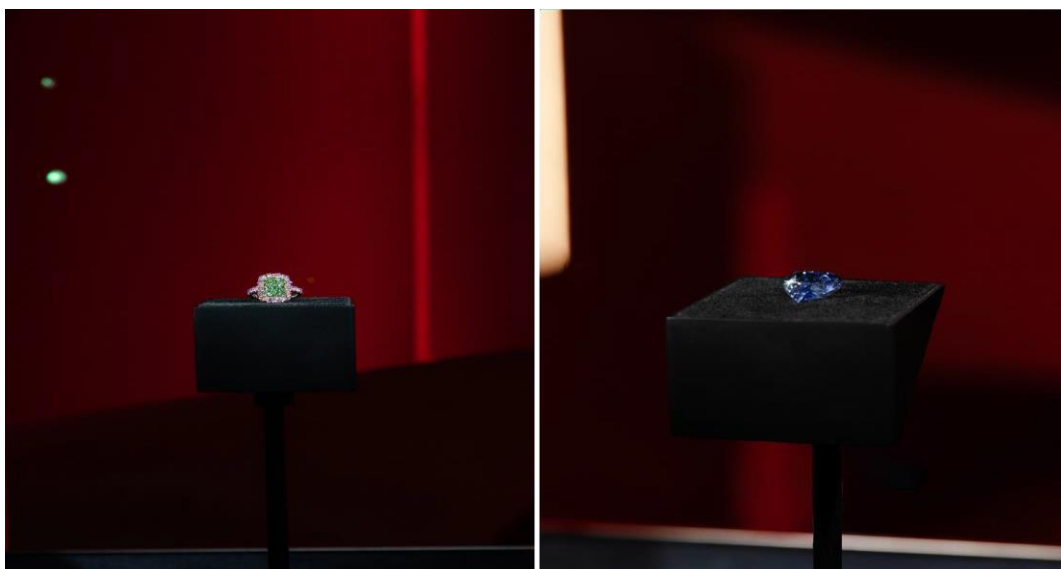
To further protect the interests of its customers, Chow Tai Fook launched T MARK in 2016, a diamond brand that can trace the life journey of natural diamonds. Through nano-inscription technology, all T MARK diamonds are inscribed with a set of unique serial numbers, which can be used for tracing the transformative journey of diamonds from procurement to manufacturing.



The History Corridor at the "Beyond Time" natural diamond exhibition

Natural diamonds can only be formed under extreme conditions, meaning the chance of successfully mining coloured diamonds is extremely rare. At the exhibition, the public has the chance to encounter two exquisite natural-coloured diamonds. Among them is the "Aurora Green" diamond, named after the fascinating auroras commonly seen in polar regions. The famously beautiful light display is seemingly encapsulated within this vivid green gem. As such, the 5.03-carat diamond has set two world auction records, including the most expensive Green Diamond in the world to be sold at an auction and highest price per carat sold for any Green Diamond in the world.

Visitors can also view the "Blue Heart Diamond", a uniquely beautiful 8.08-carat heart-shaped blue diamond that took Chow Tai Fook three years to create. The diamond's mesmerising colours and compact design are destined to enchant anyone who lays eyes on it.



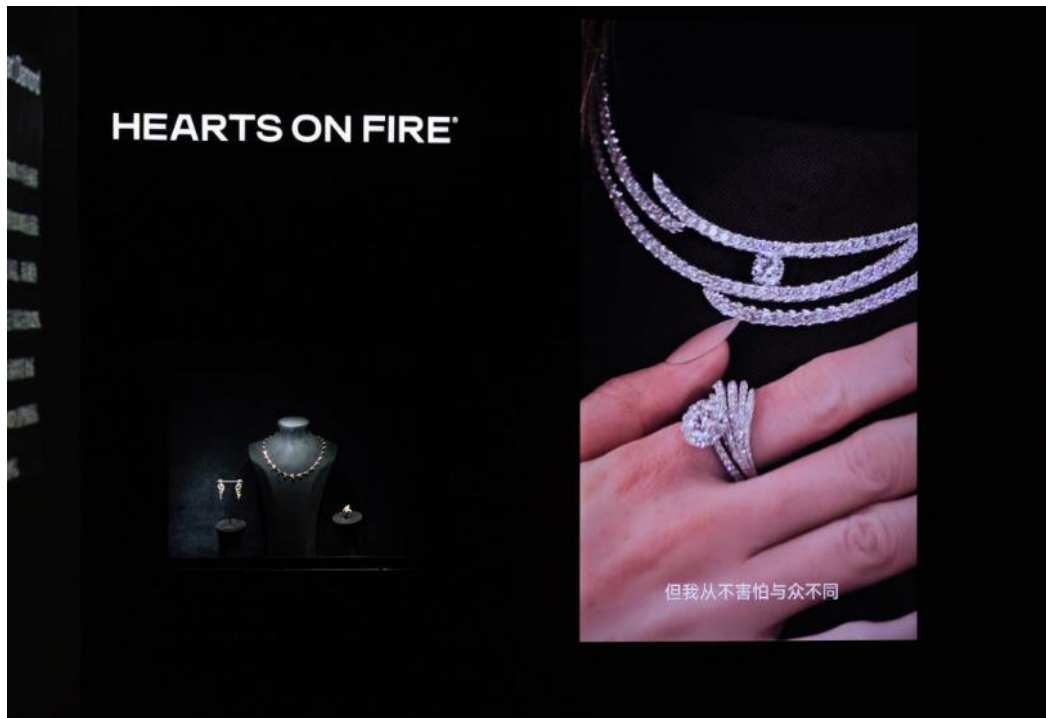
The "Aurora Green" diamond and the "Blue Heart Diamond"

In addition to the rare coloured diamonds, Chow Tai Fook's high-end diamond brand HEARTS ON FIRE also showcases a series of dazzling precious gems. The brand has proudly stood for the highest standards in diamond cutting excellence since 1996. Its newly launched VELA Collection features jewellery pieces embodying the signature glamour of HEARTS ON FIRE diamonds. A key design element of the collection is its generous use of French cut pavé setting, allowing for maximum refraction of light within the diamonds, for an intense and unparalleled sparkle. Feather elements are also incorporated into the design as a symbol of bravery and freedom. The result is eye-catching, elegant and bold, highlighting a woman's unique personality and confidence. It also celebrates feminine self-expression and perseverance.

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Jewellery exhibits from HEARTS ON FIRE

As visitors climb the spiral staircase at the centre of the exhibition, they depart from the mesmerising world of diamonds and venture into a greener space. The second floor is dotted with vibrant green plants and mirror installation. Upon closer inspection, Chow Tai Fook’s sparkling high-end jewellery pieces are embedded within the lush scenery. These jewellery creations seamlessly integrate the flawless luster of natural diamonds, resulting in a captivating visual harmony.



Chow Tai Fook’s jewellery pieces



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Masterpieces that shine throughout eternity

The much-anticipated jewellery masterpiece "A Heritage in Bloom" awaits towards the end of the natural diamond journey. This heirloom treasure is created by Chow Tai Fook in collaboration with world-renowned jewellery artist Wallace Chan.

The piece is crafted from the Cullinan Heritage, an exceptionally rare 507.55-carat Type IIA rough diamond Chow Tai Fook acquired in 2010. The stone is composed of 24 D-colour internally flawless (DIF) diamonds. Among them is a 104-carat brilliant round diamond with the highest possible cut grade of 3-Excellent, one of the largest of its kind ever made.

During the creation process, Chan deliberately incorporated traditional Chinese motifs such as butterflies and bats. The masterpiece took 47,000 hours to create, resulting in a showcase of unparalleled sophistication, cultural significance, and poetic beauty. The heart of its ingenuity is the uniquely modular design that can be worn in 27 different styles. Remarkably, the number 27 has been called a perfect cube, echoing the profound saying of "the infinity of three and three, representing eternity" from the Book of Changes. It symbolises the timeless artistry of "A Heritage in Bloom" as it can transform into infinite possibilities, radiating an eternal brilliance.

Natural diamonds are treasures that withstand billions of years and hold endless sentimental value. As an industry leader, Chow Tai Fook upholds its enterprising spirit and harnesses expertise from every facet to pursue the eternal beauty of natural diamonds, from their origin to the hands of customers. Combining rare natural wonders with age-old craftsmanship, this extraordinary journey of discovery will leave an indelible mark in the minds of all visitors that will last "Beyond Time".

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"A Heritage in Bloom" jewellery masterpiece and its exhibition zone