

CHOW TAI FOOK

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FOR IMMEDIATE RELEASE

Chow Tai Fook Collaborates with PANTONE to Unveil
“Chow Tai Fook Timeless Red” in Celebration of Brand Transformation



July 19 2024, Hong Kong, China – Chow Tai Fook Jewellery, the leading Chinese jeweller, is pleased to announce an exciting collaboration with PANTONE, unveiling the brand's exclusive "Chow Tai Fook Timeless Red" PANTONE colour chip. The debut of this iconic colour of "Timeless Red" comes as part of Chow Tai Fook's brand transformation journey in celebration of its 95-year legacy and is a testament to the brand's innovation since 1929. The "Chow Tai Fook Timeless Red" is an intrinsic part of the brand's identity – representing the brand's ardent devotion to craftsmanship and embodying the beauty of Chinese culture.

Timeless Red: More Than Just a Colour

The vibrantly iconic dark-red hue signifies something greater than just a colour: it is a symbol of passion imbued with the essence of culture, embedded with thoughts of fortune, love, and blessings that are passed down from generation to generation. Warm and robust with an earthy allure, the "Chow Tai Fook Timeless Red" is not only a colour favored by Chinese culture, but it also embodies the brand's inimitable passion for perfection and innovation. This elegant "Timeless Red" colour balances tradition with modernity and creates a frisson of excitement shared between different cultures and

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eras.



**Chow Tai Fook
Timeless Red**

Color created by
PANTONE®

"The 'Chow Tai Fook Timeless Red' is contemporary while staying true to the heart of traditional Chinese culture. Warm, elegant, yet enthusiastically vibrant, the cultivated red shade has a dynamic presence that stands out from the crowd – perfectly illustrating the chic and innovative spirit of Chow Tai Fook Jewellery," said Laurie Pressman, Vice President of Pantone Color Institute™. Through this colourful collaboration, the renowned jewellery brand wishes to invite individuals to join the brand in an expedition to explore life's potential, delve into new possibilities, and embrace the beauty of Chinese culture.



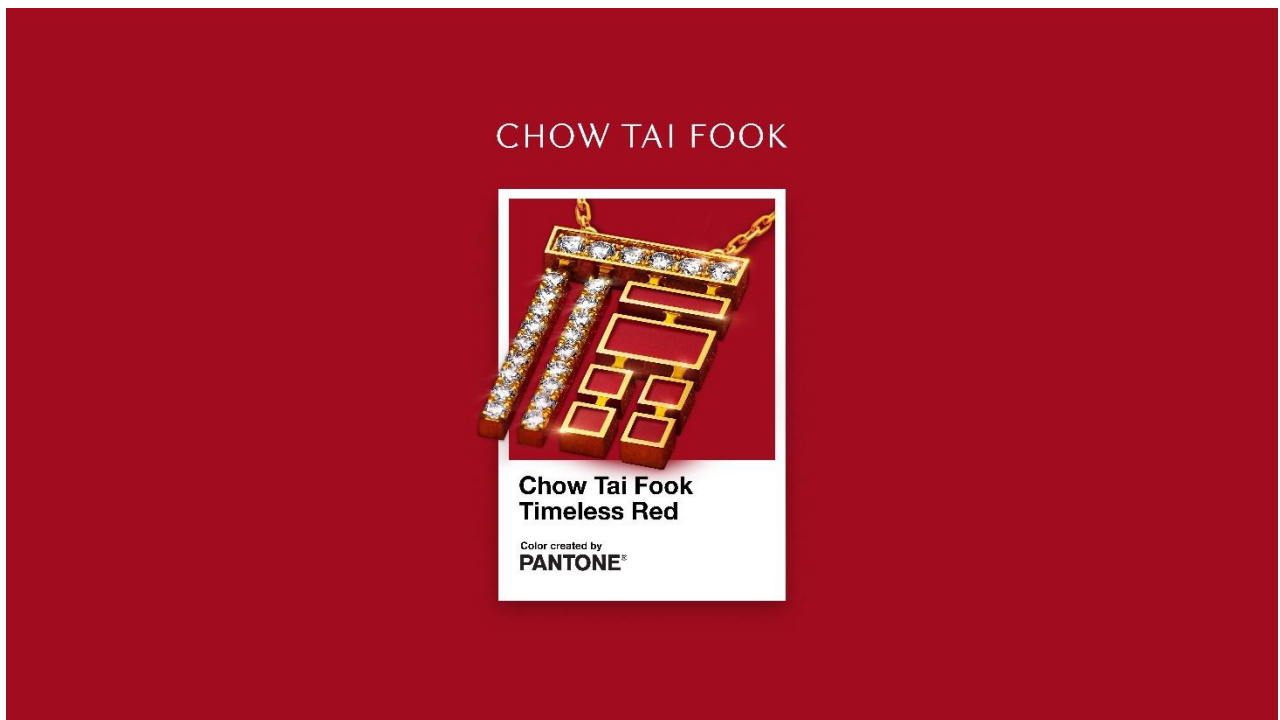
Using "Timeless Red" as the centerpiece, Chow Tai Fook has also developed with PANTONE three other complementary colours: "Jade Black", "Porcelain White", and "Legacy Gold" as part of the brand's new

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colour palette. These new sleek and minimalistic colours will bring a fresh perspective to the jewellery industry – redefining Chinese modernity and remaking traditions anew.

Each of these three complementary colours was handpicked based on its historical importance to Chinese culture. For instance, "Jade Black" has always been a colour for royals in ancient China. This black shade is an embodiment of sophistication and has been praised as the ultimate shade of prestige. When paired with the "Chow Tai Fook Timeless Red", the stunning contrast between the two colours present a daring and edgy aesthetic that creates a sense of bold confidence and true glamor.



"Throughout the past 95 years, Chow Tai Fook Jewellery has evolved into a brand that has been by the side of many – witnessing countless momentous occasions between individuals, families, and lovers, reiterating the brand's vision of being 'the leading global jewellery brand that is a trusted lifetime partner for every generation'. This vision will allow Chow Tai Fook Jewellery to continue carrying our pioneering mindset to the future while creating jewellery that reflects the stories and celebrates the special moments of our customers," said Alan Chan, Chief Brand Officer, Chow Tai Fook Jewellery Group.

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As the brand nears its centennial year, supporters and fans of Chow Tai Fook Jewellery will expect to witness a series of exciting happenings. From mesmerising new creations to exciting events, the brand will continue to tell stories of traditions – showcasing the contemporary brilliance of Chinese heritage and sharing blessings embedded within its colour of "Chow Tai Fook Timeless Red" to the world.

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 celebrates its 95th anniversary this year, guided by a vision: "To be the leading global jewellery brand that is a trusted lifetime partner for every generation".

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 products. 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, SOINLOVE and MONOLOGUE.

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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. With an extensive retail network of nearly 8,000 stores across China as well as multiple locations globally, and a growing e-commerce business, the Group is implementing targeted online-to-offline ("O2O") strategies to strengthen its competitiveness in today's omni-channel retail environment.

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