

CHOW TAI FOOK

FOR IMMEDIATE RELEASE

Ignite Your Summer Look with Infinite Imagination with Chow Tai Fook

#ChowTaiFook #CTF95 #CraftingMemoriesCreatingLegacies
#周大福 #SummerBondOfLove

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July 25, 2024, Hong Kong, China - Elegant and refined jewellery is like a refreshing breeze in the summertime, bringing eye-catching styles. Chow Tai Fook presents meticulously crafted jewellery exclusively for the summer, celebrating this vibrant season and allowing you to explore infinite possibilities. Bringing new additions to The Rouge Collection, it continues the craftsmanship and elegant design of Chow Tai Fook artisans and combines traditional elements with modern aesthetics, presenting timeless and enduring jewellery. The pieces feature awe-inspiring creations that bring the Chinese concept of "福" (blessings and fortune) to life, transforming the Chinese character into elegant and fashionable designs, adorned with natural diamonds, rubies, red carnelian and enamel. They not only represent the emblem of Chow Tai Fook but also symbolize luck and the presence of beauty, signifying the continuous inheritance of happiness.

Besides wearing them separately, the jewellery collections could also be styled and combined with each other to create a dazzling summer look. Different collections include the ING Collection "CHOW TAI FOOK LOOP" series, resembling an inter-connected sense of feeling through a neatly-twisted bangle designed out of the concepts of romantic Möbius strip, the ING Collection "CHOW TAI FOOK KNOT" series, embodying the beauty of destined love and endless promise with loved one and the LUNA series which represents the unique beauty of women with the concept of moon. Additionally, there is the adorable Disney Classics Collection, taking various sports activities as the theme. With various Chow Tai Fook jewellery creations, let's interpret your unique Summer Bond of Love!

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Celebrate the artistic craftsmanship with Chow Tai Fook Rouge Collection

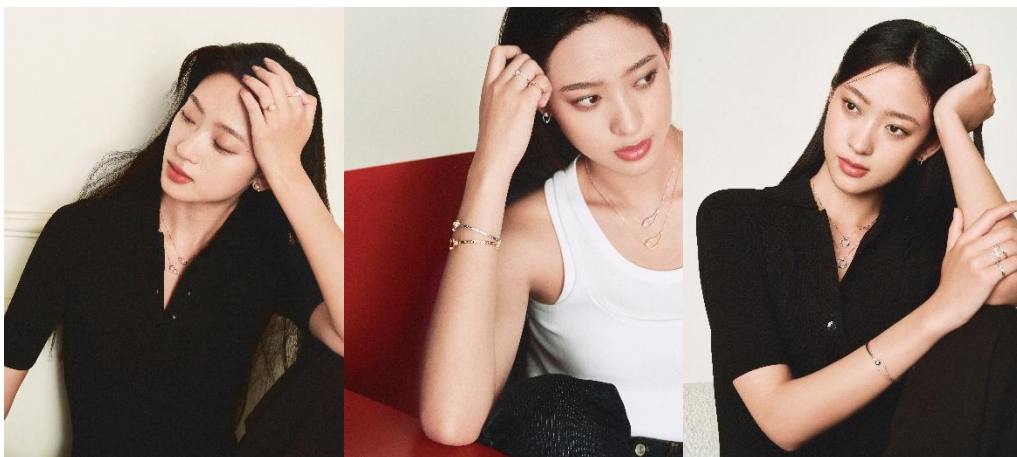


The Chow Tai Fook Rouge Collection, with traditional Chinese cultural elements embedded into modern designs, upholds the brand's unceasing effort to respect craftsmanship and Chinese tradition. The collection takes inspiration from the prosperous Chinese character in logo "福" (blessing and fortune), containing the blessings for happiness and the inheritance to good fortune. It is about cherishing the happiness in the surroundings while harbouring the excitement to the dazzling future. The English name of the collection "Rouge" refers to deep red colour, which is the signature colour of Chow Tai Fook and symbolizes power, confidence, and luck. It also has an underlying meaning of paying tribute to Dr. Cheng Yu-Tung, the Pioneer in Chow Tai Fook's growth and legacy.

The new collection, includes bracelets, necklaces and earrings, all with a subtle yet classical, understated elegance in the designs. It echoes with the architectural aesthetics of traditional Chinese windowsills while implementing modern stylish elements. These imperishable jewellery pieces all well embellished with natural diamonds, rubies or red carnelian are with no doubt the finishing touches to summer outfits, adding a sense of affection and connecting each other.

Refreshes the summer styles with mix and match

The Rouge Collection, be it worn individually or combined with different Chow Tai Fook Collection, still, is the perfect finishing touches to achieving unique and refreshing summer styles.



*The LUNA series, The ING Collection "CHOW TAI FOOK KNOT" series,
The ING Collection "CHOW TAI FOOK LOOP" series*

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The ING Collection "CHOW TAI FOOK LOOP" series

The ING Collection "CHOW TAI FOOK LOOP" series, inspired by the romantic Möbius strip, brings out the eternal and endless meaning with the beautifully twisted circles. The intertwining silhouette, from sections, materials and number of rings, presents the unique form of Möbius strip and the everlasting style. It also embodies an boundless love and an perpetual journey with loved one. The minimalist and precisely touched design of the ING Collection "CHOW TAI FOOK LOOP" series, and the captivating Gold Bangle, as the centre of the whole collection, are definitely the finishing touches to different outfits while embodying meaning of endless love into daily life.



The ING Collection "CHOW TAI FOOK KNOT" series

The ING Collection "CHOW TAI FOOK KNOT" series, proudly interprets the precious commitment of every couple. The fashionable, impeccably executed double-knot design, where showcasing the round beads as the knots, has reflected a different shimmering effect on different textures. The bracelets and rings in the ING Collection "CHOW TAI FOOK KNOT" series, showcasing a design of combining the bracelet and ring together, implement the meaning of everlasting promise and the unbreakable connection with loved ones.

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The Chow Tai Fook LUNA series

The LUNA series manifests the beauty of nature with innovative designs and witted craftsmanship. The pieces feature pearl as the moon, capturing the journey of women's self-understanding process through the changing of the moon. The delicately selected pearls by Chow Tai Fook, showing a moonlight-like glow. With an romantic encounter to the 18K gold diamond circular bases, these pearls are presented as the moon's reflection of the water. The craftsmanship of the pearls pursues perfection in details, each pearl's back are featured with a moon-phase shape embracing a star, capturing the beautiful connection and imagination between the moon and stars into eternal boundless love.



Disney Classics Collection

Chow Tai Fook's Disney Classics collection Disney Sports series, crafted in pure gold and silver, combines with adorable Disney characters with vibrant colours and various sport activities, showcasing vitality in the summer.

Please click [HERE](#) for more details on the full summer jewellery collection

Please visit www.chowtaifook.com for more details on the full collection or follow @chowtaifookjewellery on social media for latest updates.

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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 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.

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.

This release is distributed by **Flare Communications** on behalf of Chow Tai Fook Jewellery Group Limited.

For media enquiries, please contact:

Chow Tai Fook Jewellery Group Limited

Vikki Kong

Tel: (852) 2610 8374 / 5292 8883

E-mail: vikikong@chowtaifook.com

Cecily Chiu

Tel: (852) 2610 8387 / 6384 7618

E-mail: cecilychiu@chowtaifook.com

Flare Communications

Phoebe Lau

Tel: (852) 9367 5530

E-mail: phoebe.lau@flare.hk

Angela Wong

Tel: (852) 9334 9799

E-mail: angela.wong@flare.hk

Kristy Leung

Tel: (852) 6237 0423

E-mail: kristy.leung@flare.hk