

VERA WANG



FOR IMMEDIATE RELEASE

VERA WANG AND CHOW TAI FOOK ANNOUNCE FINE JEWELRY PARTNERSHIP

October 11, 2018 – Vera Wang Group and Chow Tai Fook Jewellery Group (“Chow Tai Fook”) are pleased to announce their partnership on a fine jewelry collection launching October 19, 2018 in Mainland China. Bringing together the foremost Chinese-American designer in the fashion industry and the renowned fine jewelry company in Greater China, the collaboration between Vera Wang and Chow Tai Fook will cater to the modern Chinese bride, who has begun to incorporate diamond jewelry into traditional engagements. The VERA WANG LOVE fine jewelry collection will include 18K gold and platinum engagement rings, as well as wedding bands and fine fashion jewelry featuring precious stones and metals such as diamond, sapphire, 18K gold and platinum. T MARK traceable diamonds are used throughout the collection and are individually marked with their own nano-inscription, which proves each diamond’s unique identity.

“It is with the greatest joy and respect I am able to partner with Chow Tai Fook on my new jewelry collection. The sophistication, quality, technical capabilities and vast consumer reach of Chow Tai Fook will enable me to create both wedding and fashion signature pieces at the highest quality from the attainable to the most exclusive. Our launch is scheduled for October 19, 2018, I look forward to sharing my vision with Chow Tai Fook clients across Asia!” – Vera Wang.

“It is a great pleasure for us to collaborate with world-renowned designer, Vera Wang, on the VERA WANG LOVE collection for Chow Tai Fook, as we share the same commitment to craftsmanship, quality and design. The intrinsic value of “traceable” marks carried by T MARK diamonds perfectly aligns with Vera’s design philosophy, resulting in beautiful, modern pieces of jewelry. Our partnership will provide a unique and enhanced experience to our customers in Greater China.” – Kent Wong, Managing Director, Chow Tai Fook.

The opening price point for the VERA WANG LOVE collection begins around US \$400 for fine jewelry pieces. The collection debuts at Chow Tai Fook stores in Shanghai and will further expand to other cities including Beijing, Chengdu, Hong Kong and more.

About VERA WANG

A native New Yorker who spent her career at the forefront of fashion, Vera Wang began a sweeping makeover of the bridal industry in 1990 with the opening of her flagship salon at the Carlyle Hotel in New York City. Today, the flagship continues to showcase collections known for sophistication, extraordinary detailing and a cool, modern sensibility.

In 2000, Vera Wang’s enthusiasm for couture resulted in the launch of her highly acclaimed ready-to-wear collection. The Council of Fashion Designers of America honored Vera Wang by naming her “Womenswear Designer of the Year” in 2005. Known for her edgy, nonchalant approach to style and luxury, Vera Wang’s ready-to-wear collections resonate with her architectural shapes, her masculine/feminine dichotomy, and her dark, hip attitude.

The Vera Wang brand reflects her vision to create a lifestyle that goes beyond core bridal and ready-to-wear, and into publishing, fragrance, beauty, accessories and home. These collections are positioned at the highest end of the luxury market. Driven by artistic, modern, luxurious design and a high level of customer service, Vera Wang’s collections hold impeccable customer appeal.

Vera Wang collaborates with leading global partners, directly employs more than 200 people and manufactures the majority of its bridal collection in company-owned workrooms in the United States. www.verawang.com

About CHOW TAI FOOK

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.

Founded in 1929, the Group’s iconic brand “Chow Tai Fook” has been widely recognised for its trustworthiness and authenticity, and is renowned for its product design, quality and value. The success of the Group and its iconic brand is rooted in innovation, craftsmanship and heritage. The Group also holds other jewellery brands including CHOW TAI FOOK T MARK, Hearts On Fire, MONOLOGUE and SOINLOVE, which are the first examples of a long term multi-brand strategy rollout.

The Group's commitment to sustainable growth is anchored in its "Smart+" strategy, which is in place to promote long term innovation in the business, in people and in culture. Another asset underpinning sustainable growth is a sophisticated vertically integrated business model. This supports the Group by fostering excellence and extending opportunities along the entire value chain to communities and industry partners.

With an extensive retail network in Greater China, Korea, Japan, Singapore, Malaysia and the United States, and a fast-growing e-commerce business, the Group is implementing effective online-to-offline ("O2O") strategies to succeed in today's omni-channel retail environment.

For all press inquiries, please contact:

Vera Wang
Priya Shukla
pshukla@verawang.com

Chow Tai Fook
Investor Relations and Corporate Communications
Danita On
danitaon@chowtaifook.com

Chow Tai Fook
Investor Relations and Corporate Communications
Peony Sze
peonysze@chowtaifook.com

Chow Tai Fook
Branding
Selina Leung
selinaleung@chowtaifook.com

Act of Assembly
Alex Tang
acta@actofassembly.com