

**【For immediate release】**

# 六福珠寶

## LUKFOOK JEWELLERY

### **Lukfook Jewellery x Raymond Lam x Miss Hong Kong Unveil Lukfook Jewellery's new "Love is Beauty" TVC**

(16 August 2013) To tie-in with the launch of new "Love is Beauty" TVC, a kick-off ceremony was held by Lukfook Jewellery at the high-end restaurant - Watermark located at Central's Star Ferry Pier 7 on 10 August. Lukfook Jewellery has been invited to be the **official sponsor of the diamond crown and jewellery sets** for "Miss Hong Kong Pageant" for 16<sup>th</sup> consecutive year with sponsored value worth over HK\$4,180,000 in total. To highlight the event, the Group not only invited **20 candidates of "Miss Hong Kong Pageant 2013"** to share their "Love is Beauty" stories, but was also honoured to have the well-known radio & TV programme host – Bob Lam to be the emcee of the event. As the spokesperson of "Love Forever" Collection for Lukfook Jewellery, the presence of Celebrity Raymond Lam-fung as the special guest of the new "Love is Beauty" TVC launch also added a touch of sparkle in the event.

20 shortlisted candidates of "Miss Hong Kong Pageant" in splendid dress wore a wide array of stylish and precious diamond jewellery in contemporary design specially selected from Lukfook Jewellery. They made their own unique presentation on the idea of "Love is Beauty" by demonstrating perfectly the beauty and elegance of Miss Hong Kong. The best presenter of "Love is Beauty" voted among the candidates was awarded the newly launched **18K gold diamond pendant of "Love is Beauty" Collection** by Lukfook Jewellery.

In the event, Raymond and Bob shared among each other their recent move and anecdote regarding family life, as a perfect prelude to the debut of the "Love is Beauty" TVC – Father & Daughter version. In order to let the audience have a better association with the new TVC, the brand also invited the little girl starring in Lukfook Jewellery's brand new "Love is Beauty" TVC to officiate the kick-off with Raymond, which brought the atmosphere to a climax. The new TVC is all about the love between a father and his daughter. The daughter finds her unadorned father suddenly fond of dressed up himself in the recent days. It enables her recall the memory in her childhood that she loved wearing her mother's jewellery and cosmetics, asking her father if they matched her look. But interestingly, her father suddenly becomes more passionate on it than she is. At the end, when the father holds the hand of his beloved daughter to march into the church in his brand new image, he asked the same question "Does it match?". At that memorable moment, she finally realizes that what her father has done recently was all because of his love to her. It is the kind of love which let both of them be the most beautiful ones in each other's mind.

Lukfook Jewellery has been enthusiastically supporting charitable activities to show the care for and make contribution to the society. Therefore, it has specially launched the "Love is Beauty" Charity Box Set with diamond pendant. The pendant itself not only can be worn independently, but also can be served as a functional mobile phone accessory with the **crystal touch pen**. From **1 September 2013 to 28 February 2014**, upon every purchase of the "Love is Beauty" Charity Box Set at any shop of Lukfook Jewellery worldwide, the group will make a donation to "The Development Fund" of Tung Wah Group of Hospitals for charity purpose. To highlight the theme of "Love is Beauty" in this event, Lukfook Jewellery has tailored-made a unique touch pen filled with diamond for Raymond. By presenting this gift of love to Raymond, it is hoped to create a more beautiful world with love.

#### About Lukfook Group

Lukfook Group is principally engaged in sourcing, designing, wholesaling, trademark licensing and retailing of a variety of platinum and gold jewellery, gold ornaments and gem-set jewellery. Lukfook Group currently has a total of over 1,100 retail outlets spreading across Hong Kong, Macau, Mainland China, Singapore, the United States and Canada. The Group continues to look for new business opportunities in the international market, echoing its corporate development of "Brand of Hong Kong, Sparkling the World".

**Photo captioned:**



Picture 1 & 2: Mr. Lam-fung, endorser of the “Love Forever” collection across Mainland China, Hong Kong and Macau attended the launch of Lukfook’s Jewellery new “Love is Beauty” TVC

Picture 3: No. 10 Miss Michelle Liem was voted the best presenter of “Love is Beauty” among the candidates and was awarded the newly launched 18K gold diamond pendant of ‘Love is Beauty’ Collection by Lukfook Jewellery



Picture 4: Yanson Chan, the little girl starring in Lukfook Jewellery’s brand new “Love is Beauty” TVC, was invited to officiate the kick-off with Mr. Lam-fung.

Picture 5: Mr. Danny Wong, Deputy Chairman and Executive Director of Lukfook Group presented a tailor-made unique touch pen filled with diamond to Mr. Lam-fung.



Picture 6: Group photo of Mr. Lam-fung and 20 shortlisted candidates of “Miss Hong Kong Pageant”