



【For Immediate Release】

**Lukfook Jewellery
Grand Opening of a Three-storey Shop in Causeway Bay**

(Hong Kong, 13 August 2015) —**Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) is pleased to announce the grand opening of a three-storey “Lukfook Jewellery” shop in the prime location of Causeway Bay. The Group hosted a grand ribbon-cutting opening ceremony on 8 August and invited Rilakkuma™, the popular Japanese cartoon character appealing to both adults and children, to join the ceremony and take photos with guests and customers.

Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group said, “The three-storey new “Lukfook Jewellery” shop is situated in the central area of Causeway Bay, which is a shopping hotspot with high pedestrian flow. We believe that the opening of new shop at a prominent location not only expands our sales network, but also brings convenience to the tourists and local customers for their leisure shopping in Hong Kong. As a globally renowned jewellery brand, the Group will continue to optimise the retail network in Hong Kong and provide high-quality jewellery products and excellent services for customers to further strengthen the Group’s leading position in the jewellery industry.”

Featuring prominent 3-floor-high mega-sized billboard advertising, the three-storey shop is decorated with luminous materials, such as mirrors and metal steel, with leather interspersed throughout the shop to create a more distinct three-dimensional and multi-layered effect and a soft yet noble and elegant shopping environment. The first floor of the shop comes with an exquisite “Western Wedding Zone” in the warm, romantic pink tone to display a wide variety of wedding jewellery products. New couples and their families can select wedding jewellery in a comfortable and spacious environment. In addition, our professional sales team offers professional advice, and provides caring value-added services including providing shawl of Chinese-style dress to match with the selected gold jewellery, and free on-site engraving services, etc. for customers to enjoy a superior shopping experience.

Address: G/F, 1/F and 2/F, Circle Plaza, No. 499 Hennessy Road, Causeway Bay

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LUKFOOK GROUP

Photo of the shop:



Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group (fourth left), Rilakkuma™, Mr. Tam Fung King, Chairman of Circle Holdings (third right), Mr. Tse Moon Chuen, Deputy Chairman and Deputy General Manager of the Group (second right), Mr. Ng Chun For, Henry, Non-executive Director of Henry Group (third left), Ms. Nancy Wong, Executive Director of the Group (first left), Dr. Kathy Chan, Chief Financial Officer of the Group (second right) and Ms. Icy Chung, Director and Deputy Product Development Director of the Group (first left) participated in the ribbon-cutting ceremony of the new "Lukfook Jewellery" shop in Causeway Bay.



The "Western Wedding Zone" located on the first floor of the shop provides a wide variety of wedding jewellery and a warm, cosy shopping environment for customers.

~End~

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LUKFOOK GROUP

About Luk Fook Holdings (International) Limited (Stock Code: 00590.HK)

The Group principally engages in the sourcing, designing, wholesaling, trademark licensing and retailing of a variety of gold and platinum jewellery and gem-set jewellery products, with over 1,390 shops in Hong Kong, Macau, Mainland China, Singapore, Korea, the United States, Canada and Australia. The Group will continue to identify new business opportunities in the international market in response to its corporate vision, “Brand of Hong Kong, Sparkling the World”.

For more information, please visit the official website of Lukfook Group at lukfook.com.

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