



【For Immediate Release】

**Lukfook Group
Won Awards of “The Fashionable 18K Group” and “Open Group”
in “Chuk Kam Jewellery Design Competition 2016”**

(Hong Kong, 16 March 2016) — **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) is pleased to announce that the Group’s three design masterpieces stood out from the “Chuk Kam Jewellery Design Competition 2016” and won three awards. The pieces “Lotus era” and “Take a Chance”, which were designed by Ms. Chu Wai On, Chief Jewellery Designer and Ms. Annie Lau, Jewellery Designer of Lukfook respectively, were selected as the winning designs of “The Fashionable 18K Group”, while the design entitled “Fair and softly go far in a day” by Ms. Gloria Guan, Jewellery Designer of Lukfook won the award of “Open Group” (all designs are shown below).

Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group said, “The Group is very proud that our design team was recognized with numerous awards in the recent months. Following the receipt of an award in the ‘The Hong Kong Jewellery Design Competition’, the Group won three awards in the ‘Chuk Kam Jewellery Design Competition 2016’, affirming the ingenuity of our professional design team. Looking ahead, the Group will continue to strive for excellence and integrate various innovative design concepts to produce more ingenious gold jewellery, in order to fulfil the diverse tastes of customers.”

The “Chuk Kam Jewellery Design Competition 2016” was organized by the Hong Kong Jewellers’ & Goldsmiths’ Association and sponsored by the Hong Kong Trade Development Council and the World Gold Council. The objectives of the competition are to stimulate the creativity and raise the standard of craftsmanship of gold jewellery, in order to better serve the market demands.

~End~

六福集團

LUKFOOK GROUP

Photo of the ceremony and award winning designs:



Mr. Chow Ka Keung, Chairman of The Gemmological Association of Hong Kong (first right) presented the award to Ms. Shirley Wong, Executive Director and Deputy General Manager of the Group (second left) and Ms. Chu Wai On, the award winning designer (second right)



Award : Chuk Kam Jewellery Design Competition 2016 – The Fashionable 18K Group

Title of Design : Lotus era

Design Theme : Renewed Traditions

Jewellery Category : Rings, Chains & Others

Designer : Ms. Chu Wai On, Chief Jewellery Designer of Lukfook Group

Design Concept

Lotus shoes are resplendent small shoes while skyscrapers represent the graceful skyline. Throughout the ages, people have been seeking the uniqueness in themselves. The aim of this piece of jewellery is to bless its wearer with dazzling charm and help her shine in the crowds. By integrating the grace from both ancient and contemporary times, “Lotus era” truly reflects the relentless pursuit for beauty.

六福集團

LUKFOOK GROUP



Mr. Chow Ka Keung, Chairman of The Gemmological Association of Hong Kong (second right) presented the award to Ms. Shirley Wong, Executive Director and Deputy General Manager of the Group (first left) and Ms. Annie Lau, the award winning designer (second left)



Award	: Chuk Kam Jewellery Design Competition 2016 – The Fashionable 18K Group
Title of Design	: Take a Chance
Design Theme	: Future Construction
Jewellery Category	: Bracelets & Rings
Designer	: Ms. Annie Lau, Jewellery Designer of Lukfook Group
Design Concept	Our life journey is always an adventure in exploring the unknown future. However, when we take every chance to try and to believe, we can always find a way out of the maze.

六福集團

LUKFOOK GROUP



Mr. Benedict Sin, Chairman of HKTDC's Jewellery Advisory Committee (second right) presented the award to Ms. Shirley Wong, Executive Director and Deputy General Manager of the Group (first left) and Ms. Gloria Guan, the award winning designer (second left)



Award	: Chuk Kam Jewellery Design Competition 2016 – “Open Group”
Title of Design	: Fair and softly go far in a day
Design Theme	: Renewed Traditions
Jewellery Category	: Pendants & Rings
Designer	: Ms. Gloria Guan, Jewellery Designer of Lukfook Group

Design Concept

The design is inspired by the thinking process of “Tao”. The Tao produced one, one produced two, two produced three, and three produced all things. All things leave behind them the obscurity and go forward to embrace the brightness. The Buddha shaped gyro at the centre of the pendant and ring represents the Buddha enjoying the peaceful thinking, which expresses the concept of “Fair and softly go far in a day”.

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 1,420 shops in Hong Kong, Macau, Mainland China, Singapore, 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 www.lukfook.com.

Media Enquiries:

Lukfook Group Corporate Communications Department

Tel: (852) 2783 2479

Fax : (852) 3009 7509

Email : corporate@lukfook.com

JOVIAN Communications Angel Yeung

Tel: (852) 2581 0168

Fax : (852) 2854 2012

Email : lukfook@joviancomm.com