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Thousand Million Jewelry  
M a n u f a c t u r i n g





## San J Jewellery Limited

Manufacturer, Wholesaler & Exporter of Fine Jewellery

Unit 2-4, 9/F, Heng Ngai Centre, 4 Hok Yuen Street East, Hunghom, Hong Kong

website: <http://www.sanj.com.hk> Email: [general@sanj.com.hk](mailto:general@sanj.com.hk)

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NOBLE JEWELRY LIMITED

Unit 306-307, 3/F., Lippo Sun Plaza, 28 Canton Road, T.S.T., Kowloon, Hong Kong  
Tel: (852) 2722 1132 Fax: (852) 2369 1412 E-mail: info@noble.com.hk Website: www.noble.com.hk



# Discover Hong Kong China

**Hong Kong has two speeds: fast and faster.** Transportation and communications are efficient and on time; the pace is rapid, yet there is cooperation and ease in conducting business. Over the past decade, many things have changed in this part of the world, with favorable results for Hong Kong's foreign customers.

Before its handover to China in 1997, Hong Kong was a manufacturing mecca for jewelry, clothing, electronics, toys and many other products. Since the opening of mainland China for manufacturing, however, the great majority of jewelry production has moved there, with Hong Kong now acting as a design and operations center. Even at its peak in the 1980s, Hong Kong's top jewelry manufacturers rarely employed more than 100 workers. Today's mainland factories number employees in the hundreds, sometimes thousands, specializing in casting, gemsetting and production of jewelry from low-end and moderate all the way to better-priced levels.

In sales volume, Hong Kong ranks as the world's fourth largest exporter of fine jewelry, following Italy, the US, and India. Claiming more than 70% of its output are the US, the EU and Switzerland.







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# WCJ™



## Still a powerhouse

Despite uncertain market conditions, exports have continued their growth, maintaining increases of 23% in 2005, 14% in 2006 and 16% during the first 11 months of 2007. However, soaring prices of precious metals have taken their toll on volume, and sales to the US have slowed markedly, making now a very good time to take advantage of China's jewelry output.

Access to a huge labor force and state-of-the-art production facilities give Chinese manufacturers a strong edge. Always able to move quickly in terms of production and delivery, Hong Kong suppliers are now becoming recognized for their ability to anticipate trends and change production accordingly.

For example, Thousand Million Jewellery Mfg. Ltd., a Hong Kong-based company founded in the 1980s by a diamond wholesaler, does the majority of its business with clients in Europe and the US. While European buyers continue to favor the high-end 18-karat gold pieces, price-conscious Americans are looking for more moderate-priced offerings, says director Jesse Yau.

To satisfy their needs, the company has just unveiled a new jewelry collection of sterling silver with diamonds.

Hong Kong suppliers are now becoming recognized for their ability to anticipate trends and change production accordingly.








VicenzaOro First, Charm & Choice, Italy  
JA Int'l Jewellery Show, USA  
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## OCTAGON JEWELLERY CO., LTD.

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Hong Kong manufacturers say one of their **great strengths** is their ability to offer clients the widest possible range of product to choose from.

Facing growing competition from India and Thailand, Chinese manufacturers say that in order to maintain their edge, they are placing increased emphasis on quality control, innovative marketing programs and the creation of original designs specifically suited to clients' needs.

Octagon Jewellery Co. Ltd., known for its medium-to-high-quality jewelry sold to the US and Europe, creates individual styles and collections geared to each market. General manager Albert Hui says European clients prefer simple, everyday pieces of diamonds and gemstones in 18-karat gold; American buyers like bolder looks that are diamond-intense.

WCJ International Ltd, Hong Kong, pioneered the use of microscopes throughout its jewelry production cycle to assure the maximum uniformity and precision of all items. This year, the company introduced a new service, known as i-deal, which uses 3D animation to show details of new designs. According to Gladys Do, Director, COO the time period from initial sketches to animation can be done with a two-week turnaround, allowing a client to view custom designs from all angles and to make revisions before the actual model is made.

Noble Jewelry Ltd., another growing company, offers clients a menu from its three-level distribution system that includes a basic wholesale collection, the Chad Allison branded jewelry collection and exclusive designs created for top customers. Newest designs range from high-end, one-of-a-kind pieces, to a contemporary diamond collection as well as numerous diamond and gemstone assortments at a variety of price levels.



# RIO PEARL

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To maintain their edge, Hong Kong manufacturers are placing increased emphasis on quality control, innovative marketing programs and original designs suited to clients' needs.

Another pertinent issue for many firms is originality and uniqueness of design. At Rio Pearl, a big supplier of loose pearls and finished jewelry, the emphasis is on distinctive, one-of-a-kind and limited-edition designs. Rebecca Cheng, principal, shows a new collection of keshi pearls in hand-made, sculptural designs that highlight the beauty of the individual pearls – and are as beautiful on the back as on the surface.

A handful of Hong Kong companies are vertical operations whose divisions range from manufacturing to retail. One of these is IAD Jewellery Ltd., the manufacturing arm of the Lee Heng Diamond Group. Its markets include Southeast Asia, Japan, Europe, the UK and the US. For the latter, best-sellers are fairly traditional designs in the \$200 to \$600 wholesale range. “Our company has its own retail shops in Hong Kong, so we can test market acceptance of new designs,” says Hilda Lai, supply chain officer.

Edelweiss Jewellery Ltd., another major company, produces a full range of items at a broad price spectrum. For American audiences, the most salable wholesale range is \$350 to \$700, says marketing manager Sammy Siu. “Our company began as a retailer, so we have an understanding of retailers’ needs,” he says.

Finally, Hong Kong manufacturers say one of their great strengths is their ability to offer clients the widest possible range of product to choose from. San J Jewellery Ltd., a firm known for fashionable diamond jewelry designs, unveiled 500-700 new designs at the recent Hong Kong Jewelry Show. Says Amanda Li, marketing manager, it’s a collaborative effort: a research team looks at the market and presents its ideas and suggestions to the chief designer.

Today, Hong Kong and China number many thousands of individuals employed in the fine jewelry industry, producing a full range of product from commercial to moderate-priced to important pieces. To maintain their leadership position, manufacturers say they plan to continue to improve design and production techniques, reach out to new world markets and expand their assortments to serve the widest possible variety of clients. ■

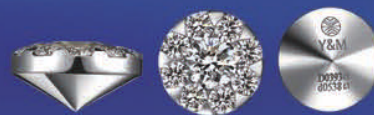


Y&M JEWELRY

缘与美



patent pending 11959620



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## China Red

Designed by Shanghai LaoFengXiang's elite stylist YANG Zhe. The idea comes from the Chinese traditional spindle. Its textures are gold and wood. China Red was awarded China Jewelry Design&CraftTV Contest Gold Prize for Multi-textures.



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### Pearls Falling Into a Jade Plate

Laofengxiang Ltd. purchased, designed, modeled, sold by itself and created a unique style of pearl adorning. The design, Pearls Falling Into a Jade Plate, was inspired by the ancient Chinese poet "Pi Pa Xing". It's the latest design by Shanghai LaoFengXiang's Chinese Art&Craft master SONG Jin.



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Product Preview



**Edelweiss Jewellery (Far East) Ltd.**

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**Rio Pearl**

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Rio Pearl's masterpiece of a brilliant golden South Sea pearl set with sparkling round diamonds showing cunning structure in modernization.





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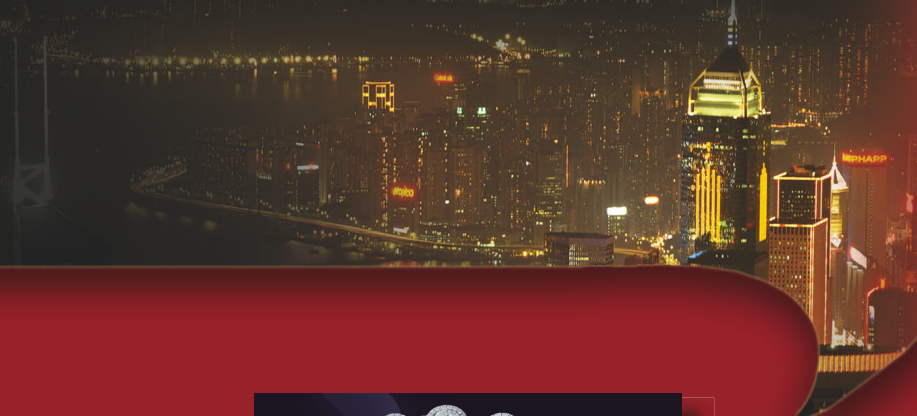
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Product Preview



**San J Jewellery Ltd.**

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 Hunghom, Kowloon, Hong Kong, China.  
 Tel: 852-2302-0811  
 Fax: 852-2730-0101  
 E-mail: general@sanj.com.hk  
 Web site: www.sanj.com.hk  
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San J set up its headquarters in Hong Kong with distribution offices across the world. It also has its own factory in China. San J provides vertical integration of business with a comprehensive product range which included diamond, precious stone, semi-precious stone, pearl as well as 14K and 18K gold and white gold Jewellery.



**Noble Jewelry Ltd.**

Unit 306-307, Lippo Sun Plaza,  
 28 Canton Road, TST, Kowloon,  
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 E-mail: info@noble.com.hk  
 Web site: www.noble.com.hk  
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Noble Jewelry Limited, a listed company, has been well regarded globally as a trustworthy fine jewelry specialist.



**T&T Jewellery Ltd.**

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**JCK Las Vegas Show booth: 37073**

The Momentum Collection features 18K white gold Mens Series with diamond ring, cufflink and pendant set; design concept is inspired by the fashionable rhythm of the city.





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Product Preview



**Thousand Million Jewellery Mfg. Ltd.**

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Website: www.laofengxiang.com  
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**Soaring Phoenix**

LaoFengXiang's young stylist CHEN JiongJun shows her best design: Soar above the sky, she seems like fire All around the world, she seeks for the destiny Nothing but death, makes her re-ive Phoenix of eternity, fadeout as tales. It's the dance of life, the dance lasts forever. Soaring Phoenix was awarded China Jewelry Design&Craft TV Contest Winner's Prize for Rare Metal jewelry.



**Shanghai LaoFengXiang Co. Ltd.**

**Happiness**

LaoFengXiang's elite stylist GAO XiaoLin presents her new design for the wedding brides. In memory of the dolls in girl age, and combined with bats and coins, the chinese traditional luck patterns, the whole design conveys a belief of happiness and fullness.



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