

Stock Code: 417

Corporate News

TSL Jewellery Launched The Signature Collection to Highlight Unique Designs and Stunning Craftsmanship

After the launch of the Signature Collection, Tse Sui Luen Jewellery (International) Limited ("TSL Jewellery" or the "Company", together with its subsidiaries the "Group", HKSE stock code: 417) once again illustrated its efforts in applying craftsmanship.

With the brand positioning of "Trendsetting Craftsmanship", TSL Jewellery is poised to bring flawless designs to its customers and the launch of RAINDROP and ETERNITY under the Signa-

ture Collection is one example. Utilising Swiss craftsmanship, each piece of the jewellery is set with diamonds which are identical in colour, clarity and orientation, enhancing its radiance. With every stone positioned in handcrafted settings that match the size of each individual diamond, every piece of the RAINDROP and ETERNITY series comes with a smooth shiny surface.

The Signature Collection is one of the platforms the Group launched to increase brand differentiation and more products will be introduced to strengthen our product assortment in the near future.

謝瑞麟珠寶推出The Signature Collection 系列盡顯獨特設計和精湛工藝

謝瑞麟珠寶（國際）有限公司（「謝瑞麟珠寶」或「公司」，連同其附屬公司「集團」，股份代號：417）繼推出The Signature Collection後，再度展示其對非凡工藝之不懈追求。

秉承「非凡工藝 潮流演繹」之品牌定位，謝瑞麟珠寶銳意為顧客創造完美無瑕的設計，而在The Signature Collection中推出的水韻及星願系列正是最佳例證。每件珠寶均採用源自瑞士的細膩工藝，並鑲有相同顏色、淨度及排列一致的鑽石，讓其光芒盡現。此外，因應每顆鑽石的大小差異，工匠以全人手精準鑲嵌，令水韻及星願系列的所有鑽飾的表面平滑亮澤。

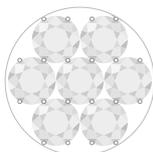
The Signature Collection為集團提升品牌差異化的一個平台，日後將推出更多產品，以加強我們的產品組合。

Raindrop & Eternity 水韻及星願系列

Ordinary 一般鑽飾

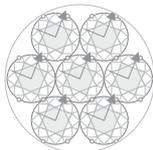


Diamond Exposure
鑽石的顯露面積



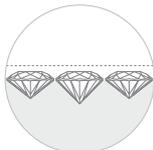
The prongs are finer and the diamonds are packed close together and thus look more brilliant.
鑲爪造工精細，鑽石之間鑲嵌非常緊密，令鑽石露出的面積更大更閃。

Stone Orientation
鑽石的排列

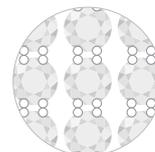


Identical stone orientation enhances brilliance.
鑽石的檯面排列一致，匯聚更多光線，讓光芒盡現。

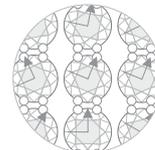
Surface Quality
表面質量



The settings are handcrafted to match each diamond, so they are perfectly aligned for a mirror smooth surface.
因應鑽石的大小差異，工匠以全人手鑲出不同鑲嵌深度的小洞，令鑽飾的表面平滑。



The prongs are larger and the diamonds are packed less close together and thus look less brilliant.
鑲爪粗大，鑽石之間的空隙亦較大，減少鑽石露出的面積，令光芒銳減。



Different stone orientation reduces brilliance.
鑽石的檯面排列不一，分散反射的光線，大幅減少亮度。



Settings are created uniformly regardless of the size of the diamonds so the surface is uneven.
鑽飾的小洞沒有按鑽石的大小而調節鑲嵌的深度，令鑽飾表面高低不平。

The brilliant pave setting of RAINDROP & ETERNITY
水韻及星願系列工藝非凡的密釘鑲嵌

Operational Focus

26 new stores opened from June to August 2017
家分店於今年六月至八月期間開設

The Group has presence in 120 cities in Mainland China and the new ones include :

集團於中國內地的銷售網絡達至 120 個城市，其中新增城市包括：

Jiaozuo, Henan Province 河南省焦作市
Puyang, Henan Province 河南省濮陽市
Heyuan, Guangdong Province 廣東省河源市
Maoming, Guangdong Province 廣東省茂名市
Linfen, Shanxi Province 山西省臨汾市
Yibin, Sichuan Province 四川省宜賓市
Ji'an, Jiangxi Province 江西省吉安市

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Store network coverage 集團銷售網絡覆蓋

Location 地點	No. of stores 店鋪數目 (As of 31 August 2017 截至2017年8月31日)
Mainland China 中國內地	349
Self-operated 自營店	198
Franchised 加盟店	151
Hong Kong & Macau 香港及澳門	33
Malaysia 馬來西亞	4
Japan 日本	1
Total 總數	387

Sustainable Development

Extended Retail Network in Hong Kong to Capture Market Share

Adhering to its “store-for-store” strategy, TSL Jewellery added two new stores in Hong Kong to capture more market share. With one located in Shatin New Town Plaza and another in YOHO Mall, the two shops opened their doors in April and July respectively.

Grand opening event to showcase magnificent craftsmanship

A ribbon-cutting ceremony was held in July to celebrate the grand opening of the new shop in Shatin New Town Plaza, featuring renowned singer and superstar, Mr. Alan Tam – who is named as “the Headmaster of Cantopop Industry”. The impressive crowd at the event were amazed by a special live presentation of a diamond setting process. A craftsman from the Group demonstrated how to set diamonds into an ETERNITY ring, showcasing the excellent craftsmanship of The Signature Collection to the audience and VIPs via a camera attached to the microscope.

New store to strengthen Wedding Expert position

Apart from the Park Lane flagship store, the Group’s newly opened store in YOHO Mall – one of the largest shopping centres in north western Hong Kong – can serve as another one-stop wedding concept jewellery store as this new shop is also equipped with a Wedding Pop-up Corner. Like all other TSL stores, this new one is also staffed with experienced Wedding Ambassadors. Other than providing professional advices on wedding-related enquiries, they also assist brides and grooms-to-be in choosing the jewellery pieces that best fit the wedding gowns on the big days.



TSL Jewellery craftsman to showcase stunning craftsmanship
謝瑞麟珠寶工匠展示精湛工藝

擴展零售網絡以提升本地市場佔有率

謝瑞麟珠寶以「舖換舖」策略於香港市場新增兩家店舖，以提升市場佔有率。此兩家新店位於沙田新城市廣場及元朗YOHO Mall形點，並已分別在四月及七月正式開業。

盛大開幕活動以展現非凡工藝

沙田新城市廣場新店的剪綵儀式於七月隆重舉行，集團邀得著名歌手，素有「樂壇校長」之譽的殿堂級巨星譚詠麟先生出席。活動中更特別安排工匠即場示範鑽石的鑲嵌過程，令在場人士讚嘆不已；工匠透過在顯微鏡上的攝錄機，向在場人士及尊貴嘉賓展示星願鑽戒的鑲嵌技術，盡現The Signature Collection的精湛工藝。



Ribbon-cutting ceremony for the new store in Shatin New Town Plaza (from left) Mrs. Annie Tse, Chairman and CEO of the Group, Mr. Alan Tam, renowned singer and superstar in Hong Kong, Mr. Tse Sui Luen, Founder of the Group, representative from Sun Hung Kai Properties, and Mr. Tommy Tse, Deputy CEO of the Group
沙田新城市廣場新店剪綵儀式（左起）集團主席及行政總裁謝邱安儀女士，香港著名歌手及巨星譚詠麟先生，集團創辦人謝瑞麟先生，新鴻基地產代表，以及集團副行政總裁謝達峰先生

透過新店強化婚慶專家定位

除柏麗大道旗艦店外，集團於近日在香港西北地區最大的購物中心之一的YOHO Mall形點開設新店，店內更設有婚嫁臨時專櫃，銳意打造成另一家一站式「婚嫁概念珠寶店」。與其他謝瑞麟珠寶店舖一樣，此店亦駐有具備豐富經驗的婚嫁大使，不僅為顧客提供有關婚慶相關的專業意見，更可助準新人挑選最適合他們在重要日子配襯婚嫁禮服的首飾。

Frequently Asked Questions

Q: While the retail market has shown signs of recovery, what is your expectation of the retail industry in general?

近日零售市況已回暖，預期整體零售市道如何？

According to the statistics of retail sales released recently in Hong Kong, the retail market has shown some signs of recovery. However, there is no catalyst for a U-shaped or V-shaped rebound in sight. The Group believes that the retail market has stabilised and will keep the L-shaped trend for a period of time. Given the traditional high seasons of the retail industry are mainly in the second half of the year, i.e. Christmas and New Year, the Group is confident in the prospects of the retail market and will launch seasonal promotion programmes to boost sales.

Q: How is the Group’s sales performance in recent months?

近幾個月集團銷售表現如何？

Benefitting from the two newly opened stores in Shatin New Town Plaza and Yuen Long YOHO Mall, as well as the summer peak season, sales in Hong Kong and Macau have recorded considerable growth in recent months when compared with the same period of last year, in line with our expectation. Same store sales growth in the region have also returned to positive, while the sales of different products have also achieved satisfactory results.

從近日公佈的本港零售銷售數據來看，市況已逐漸回暖，但暫時仍未見本港零售市場將在短期內出現U型或V型反彈的催化劑。集團相信零售市道目前已經喘定，並將以L型的趨勢橫行一段時間。零售傳統旺季主要集中在下半年度，即聖誕節及新年，集團對下半年的市況充滿信心，並會適時推出節日優惠以刺激銷售。

受惠於集團在沙田新城市廣場，以及元朗YOHO Mall形點的兩家新店開業，加上正值暑假旺季，港澳市場近幾個月的銷售表現較去年同期有不俗的增長，成績符合預期。區內的同店銷售重拾升軌，各類產品的銷售情況亦十分理想。

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TSL Investor Snapshot is a business update sent to investors and media every three months.

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