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Corporate News

New Fine Jewellery Collection Inspired by Invaluable Cultural Heritage

Adhering to its "Trendsetting Craftsmanship" brand positioning, Tse Sui Luen Jewellery (International) Limited ("TSL Jewellery" or the "Company", together with its subsidiaries, the "Group", HKSE stock code: 417) strives to bring a transformative voice to the traditional world of fine jewellery to redefine luxury by unique individuality, self-actualization and exceptional craftsmanship. With this vision, the Group continually collaborates with various well-known designers for new inspiration.

Art of Golden Embroidery is the Group's new collection inspired by the work of Yao Jianping, the exemplary practitioner and custodian of the Suxiu tradition. Suxiu means "embroidery of Suzhou", one of the four major styles of Chinese silk embroidery which was inscribed in the First Batch of the National List of Intangible Cultural Heritage of China in 2006. The Group pioneers the hand-carved gold embroidery technique, which imitates the texture of threads and stitches in gold to embody the delicacy of Suxiu.

Combining ancient goldsmith craftsmanship and intricate enamel technique, the Art of Golden Embroidery collection pays homage to the illustrious tradition of embroidery. Inspired by five auspicious themes in one of Yao Jianping's famed Suxiu work, the collection harmonizes legacy and creativity, which found expression in five series respectively titled "Auspicious Clouds Embroidery", "Blooming Flowers Embroidery", "Prosperity Carps Embroidery", "Auspicious Dragons Embroidery and "Prosperity Ginkgo Leaves Embroidery". These five series epitomize the unparalleled value of intangible cultural heritage, encapsulating the breathtaking beauty and allure of traditional art.

Going forward, the Group will continue to collaborate with talented and renowned designers around the world to enrich its product portfolio, further improve its sales performance and strengthen its competitive edge in the market to create sustainable returns for shareholders in the long run.



The new Art of Golden Embroidery collection combined goldsmith craftsmanship and enamel technique
全新金綉傳藝系列結合手工雕金繡工藝和珐琅技術工藝

全新奢華系列產品 靈感源自珍貴的文化遺產

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）一直秉承「非凡工藝、潮流演繹」的核心價值，致力為傳統的珠寶世界帶來革新的聲音，以獨特的個性、自我實現和卓越工藝重新定義奢華。在此基礎上，集團持續與知名的設計師攜手合作，探索新靈感。

金綉傳藝系列是集團推出的全新系列產品，其靈感源自傳統蘇繡傳承人姚建萍的作品。蘇繡是指蘇州刺繡，為中國四大名繡之一。在2006年，蘇繡被列入為第一批國家級非物質文化遺產名錄。集團與姚老師攜手，開創手工雕金繡的先河，將黃金的醇厚與蘇繡的細膩自然融合，在金飾上透過模仿金繡的紋理及線條，展現出蘇繡精緻的針法。

金綉傳藝系列金飾結合了古老的手工雕金繡工藝和複雜的珐琅技術工藝，向傳統刺繡技藝致敬。金綉傳藝系列金飾從姚老師的蘇繡作品《鯉躍龍門》中汲取靈感，取其中的五大吉祥元素，將傳統與創意互相融合，打造出《祥雲繡彩》、《錦繡繁花》、《福繡錦鯉》、《祥龍金繡》、《杏福金繡》等五大主題產品。這五大主題產品傳承了無與倫比的非物質文化遺產價值，展現出傳統工藝之美感與魅力。

展望未來，集團將繼續與全球優秀的知名設計師合作，確保產品多元化發展，進一步提升銷售表現，增強集團在市場上的競爭優勢，為股東創造長遠可持續的回報。

Operational Focus

38 new stores opened from Jul to Sep 2023
家分店於2023年7至9月期間開設

The Group has presence in 118 cities in Mainland China
集團於中國內地的銷售網絡遍佈118個城市

Store network coverage 集團銷售網絡覆蓋

	No. of stores 店舖數目 (As of 30 Sep 2023 截至2023年9月30日)
Mainland China 中國內地	464
Self-operated 自營店	140
Franchised 加盟店	324
Hong Kong & Macau 香港及澳門	29
Malaysia 馬來西亞	7
Japan 日本	1
Total 總數	501

Sustainable Development

Commitment to Authenticity Commended

For decades, TSL Jewellery has always been a steadfast proponent of authentic jewellery and taken pride in its position as a trusted jewellery retailer. Not only is the reliability of the Group's products and its commitment to authenticity a keystone of the Group's success, but these strengths have also been officially recognized. The Group is proud to be one of the four jewellery retailers in Hong Kong to have received the "No Fakes Pledge" certificate of commendation from the Intellectual Property Department (IPD) of the HKSAR government in September 2023.

The Group has taken part in the "No Fakes Pledge" Scheme, inaugurated by the IPD in 1998, for over 20 years. The participation demonstrates the Group's dedication to producing and selling genuine products, as well as to establishing and upholding honest and trustworthy trading practices.

In a bid to honor the "No Fakes Pledge" by improving staff's knowledge and understanding of genuine gemstones, the Group has been offering to its frontline staff training in jadeite and pearl. The Group invited a Japanese pearl expert to do an in-depth introduction on the characteristics and valuation of pearls in August 2023, which would enable frontline staff to provide excellent service to customers.

對知識產權的承諾獲得加許

過去數十年間，謝瑞麟珠寶一直是正版正貨的擁護者，並以作為值得信賴的珠寶零售商為傲。恪守對知識產權的承諾及旗下產品的高可靠性是集團成功的基石，而集團的多年的堅持更得到政府官方的認可。在2023年9月，集團榮獲香港特區政府知識產權署「正版正貨承諾」計劃頒發的嘉許狀，是全港四間獲得此榮譽的珠寶零售商之一。

香港知識產權署的「正版正貨承諾」計劃早於1998年成立，集團連續20年參與計劃，印證了集團一直堅守正版正貨的原則，並致力於建立及維持誠實可靠的營商手法。

為履行「正版正貨承諾」，集團一直為前線員工提供珠寶首飾相關的培訓課程，提高其對珠寶玉石的認識及了解。在2023年8月，集團邀請了日本的珍珠專家為前線員工深入講解珍珠的特性和價值，全方位加深員工對珍珠的認識，使他們能夠為客戶提供最佳服務。



The Group received the "No Fakes Pledge" Scheme certificate of commendation from IPD

集團獲香港知識產權署頒發「正版正貨承諾」計劃嘉許狀

Frequently Asked Questions

Q1: How was the Group's sales performance in Hong Kong and Macau during the National Day holiday compared with the pre-pandemic level?

A1: While National Day this year fell on a long weekend, the number of tourists visiting Hong Kong recovered to around 70% of pre-epidemic level. Following the opening of new stores in The Wai and Harbour City in July 2023, the Group's sales performance in Hong Kong and Macau has steadily resumed, which met the Group's expectation.

Q2: What is the Group's expectation for the sales performance of "Double 11" and Christmas?

A2: Discounts and promotional offers will be provided on different platforms during "Double 11" and the Christmas season. The Group expects response in Mainland China during "Double 11" to be more enthusiastic than in Hong Kong. For the coming Christmas season, the Group anticipates the local consumer sentiment to recover. Together with the new products launched, the Group is optimistic about the sales performance during the festive season.

問1: 與疫情前同期相比，集團港澳地區的業務銷售在國慶日假期的表現如何？

答1: 今年的國慶日假期適逢為長周末，訪港旅客人數恢復至約疫情前七成。繼七月份位於圍方及海港城的新分店開張後，集團港澳地區的銷售表現已穩步恢復，符合集團的預期。

問2: 集團對「雙11」和聖誕節期間的銷售表現有何預期？

答2: 在「雙11」和聖誕節期間，集團將會在不同平台提供折扣和促銷優惠，並預期內地「雙11」期間的反應將較香港熱烈。對於即將來臨的聖誕節，集團估計本地消費意欲將會有一定程度的提升。同時，配合集團推出的創新產品，集團對節日期間的銷售表現持樂觀態度。

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

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