

Beijing-based LaoPu Gold showcases ancient Chinese gold craftsmanship through Hong Kong (with photo)

Beijing-based LaoPu Gold announced today (September 13) that its first Hong Kong store has recently opened, leveraging the city's international status to take its brand and the art of Chinese gold craftsmanship to the global stage.

The new shop, located at a major shopping centre in Tsim Sha Tsui, showcases a series of meticulously created handcrafted gold jewellery, including gold jewellery, precious collectables and ornaments, plus special collections dedicated for weddings and arrivals of new born babies. Its ancient Chinese gold craftsmanship sets it apart from other jewellery retailers in the city, according to its Vice General Manager, Ms Louisa Tse.

Ms Tse said that the brand has inherited the filigree and inlay techniques, which are officially classified as part of the intangible cultural heritage of China and were originally used by the imperial courts for making jewellery and ornaments. "Our branded gold jewellery is handcrafted by grand masters, and the items are not only jewellery and art pieces with rich Chinese heritage but comparable to luxurious collectibles. Apart from developing our retail business in the region, we also endeavour to promote our heritage of gold craftsmanship to a global audience through the Hong Kong store."

She added, "Hong Kong is an international city with a high number of visitors coming from around the world either for business or leisure. It is the best location for us to promote our brand and traditional craftsmanship, and this is our first store outside of Mainland China. We also believe that a physical presence in Hong Kong can help to expand our global business."

Associate Director-General of Investment Promotion Dr Jimmy Chiang welcomed LaoPu Gold's first store in Hong Kong. He said, "Hong Kong's status as an international city has attracted many Mainland companies to set up a presence here, using the city as their springboard to 'go global'. We are happy to see that LaoPu Gold has established its foothold in Hong Kong. We believe our city is the perfect springboard for its global expansion."

About LaoPu Gold

Established in 2009, LaoPu Gold is a Chinese handcrafted gold jewellery brand that uses ancient Chinese gold craftsmanship techniques to achieve meticulous details. It has six stores in Beijing and one each in Shenzhen, Xi'an, Wuhan and Nanjing. For more information, please visit www.lphj.com.cn.

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