



## Media Release

### **Be enchanted by the luxurious jewelry showcase and great savings at Singapore International Jewelry Expo 2013**

**Singapore, 14 February 2013** - Taking place at Singapore's iconic Marina Bay Sands from 4 to 7 July 2013 with "Enchantment" as its theme, Singapore International Jewelry Expo (SIJE) 2013 will feature a dazzling and exquisite display of precious and semi-precious jewels and gems that is bound to take one's breath away with the extravagant showcase.

Targeted at both the business and consumer markets in the region, the 8,000 square meters expo will bring together leading jewelry designers, brands and gemstone suppliers from around the world to showcase the most exquisite jewelry collections.

Some key exhibitors include fine Italian jewelry brands Zydo and Famosi Gioielli, as well as up-market, stylish and contemporary jewelry retailer DeGem, one of the most respected names in high-end jewelry across the region

"We are very excited to participate in SIJE 2013. In the past years, we have been able to establish our brand Zydo in Singapore and the ASEAN Region. The upcoming show will be an enchanting experience for our buyers as we will be showcasing some of our new exquisite designer pieces," said Mr Jack Zybert, owner of Italian fine jewelry brand Zydo.

Some of the unique jewelry pieces that Zydo will be exhibiting include a spectacular Imperial necklace with 11 certified diamonds and a total carat weight of 74.11 and an 83 centimeter-long necklace with big marquise-shaped diamonds alternated by pear-shaped diamonds and arranged in flower motifs. Diamonds on the long necklace weighs between 0.15 and 0.60 carat each diamond, bringing the total carat weight to 37.01.

Famosi Gioielli will also be showcasing its exquisite Hollywood Collection by Centoventuno, a collection that is 'fabulously retro', classical and timeless. Made up of onyx, topaz, black diamonds, rubies and sapphires, the Hollywood Collection by Centoventuno is a fine jewelry collection that spells elegance and youth and bound to attract many at SIJE 2013.

"We are pleased to be participating in SIJE 2013, together with our group of Fine Italian companies. We have received good responses from buyers and private collectors that were looking for unique designs in jewelry. We are expecting another enchanting year in 2013 as we will be showcasing more exquisite and one of a kind jewelry pieces for our special clients in Asia," said Mr Fabio Cascapera, owner of Italian jewelry brand Famosi Gioielli.

Other exhibitors include YuLi Inc - Fine Jewellery, a luxury jewelry brand that offers unique, opulent and one-of-a-kind jewelry; Simone Jewels, a Singapore-based fine jewelry brand that turns history, architecture and culture into artistic jewelry pieces; Renee Jewellers, an established jeweler from the UAE region and Joon Courtney Pte Ltd, a luxury jewelry brand whose pieces are exquisitely crafted “wearable art” among sophisticated and stylish women.

The organizers are optimistic about visitor turnout locally and from the region. A recent study by Bank Julius Baeron showed that the ranks of Singapore’s rich are tipped to shoot up over the next few years as Asia’s robust growth churns out more wealthy people. China, India and South Korea are also to see a sharp rise in the number of high net worth individuals by 2015. More designer pieces are expected to be in demand as buyers are on the lookout for special design and unique jewelry and are willing to spend anything from SGD 10,000 to SGD 10 million per piece.

Tourists and shoppers at SIJE 2013 can also expect to save more when they spend at the three-day expo as SIJE 2013 will be partaking in the 20<sup>th</sup> Great Singapore Sale (GSS). An annual anchor event by Singapore Retail Association (SRA), the annual GSS offers exclusive privileges, exciting rewards, promotions and priceless experiences to customers who spend during the GSS period. Thus, working alongside with official bank Standard Chartered, customers at SIJE 2013 will stand to save more and enjoy other benefits in celebration of the 20<sup>th</sup> anniversary of the annual nationwide sale.

SIJE 2013 will expect to see over 100 exhibitors from 20 countries, and will also feature a series of on-site activities such as seminars conducted by its strategic conference partner, GIA Laboratory Bangkok.

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For more event information, please visit [www.sije.com.sg](http://www.sije.com.sg).

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