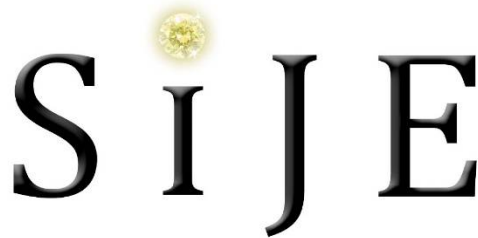


**Press Release
For Immediate Distribution**



Singapore International Jewelry Expo 2015
International Jewelry, Gems & Luxury Timepieces Exhibition
Brought to you by 

**Marina Bay Sands Singapore
Expo & Convention Centre, Halls A & B
2 – 5 July 2015
www.sije.com.sg**

SIJE Celebrates Yet Another Successful Year

August 3, 2015, Singapore - The Singapore International Jewelry Expo 2015 (SIJE 2015) celebrated yet another successful show this year. The event reputed to be a magnet for the most exquisite range of jewelry and designs from around the world is backed by strong support from the international jewelry industry spanning the globe from United States to South Africa, from Europe to Australia and from Asia. SIJE 2015 brought together leading local and international jewelers, manufacturers and suppliers to showcase a truly spectacular trove of jewelry, gems and accessories to both members of the trade and the public.

The show held over four days from July 2 to 5, 2015, was opened by Dr Lily Neo, Member of Parliament, Tanjong Pagar GRC and supported by the Cambodian Ministry of Commerce, the Piemonte Agency from Italy and the Hong Kong Jewellery and Jade Manufacturers Association (HKJJA). Visa International was the official credit card partner for SIJE 2015.

SIJE 2015 the largest consumer and trade jewelry show in Singapore to date, attracted 12,709 quality buyers from 59 countries including Indonesia, Malaysia, India, China, Myanmar, Philippines, USA, Australia, Japan and Thailand, the top ten countries from which the buyers hailed from.

The show transformed the Convention Centre into a sea of glittery elegance with an amazing array of fine jewelry, gems and accessories. The vibrancy and glittery of the show pieces were complemented by an exciting line-up of event highlights including a jewelry fashion show, networking sessions and jewelry appreciation talks over four days. Euromonitor International, SIJE 2015's Knowledge Partner shared its research findings in a talk titled, "Jewelry players leveraging on the digital era".

Many happy buyers at the show walked away as winners of the lucky dip draws and the daily lucky draws which included the grand prize of a S\$10,000 ruby and diamond pendant from luxe jeweler, DeGem. The pendant featured 12 heart-shaped Burmese rubies totalling over 3.8cts. They were matched with glittering round diamonds to create a flattering floral pattern.

This year, the show organizer worked with its exhibitors to offer a special buy range of some of the most exquisite and affordable jewelry from jewelers from all over the globe, to its buyers here in Singapore. These included a range from S\$259 to S\$15,000 and were crafted by some of the most talented jewelers from Italy, Hong Kong, India, Malaysia, Singapore and more.

The 4-day event showcased more than US\$150 million in jewelry including several solitaire rare, natural, colored gemstones that exceeded S\$1million in price per piece. The show was also a treat for its visitors for several reasons:

- **The show highlight was an exceptionally rare 950-ct natural unheated Burmese ruby rough** presented by Luxe jeweller DeGem.
- **The Million Dollar Row presented by IVY Masterpiece.** This range included an extremely rare collection of Burmese ruby ring and diamonds ranging from rings to earrings to bracelets priced from S\$1,500,000 to S\$3,300,000.
- **DeGem's 'Pinnacle of the Ocean', a 38-carat unheated Burmese Sapphire** perched majestically at the top, perfectly set in place against the diamond-embellished, blackened gold ring. Certified by the Gem Research Swisslab, this natural glorious cornflower blue hue sapphire was priced at S\$2,000,000.

Thomas Diego Armonia, an Italian artist based in Paris who has grown in prominence in recent years for his distinctive style which lies in his penchant for painting only women and their adorable ample faces, every one chic and bejeweled featured his latest collection of works at the show.

SIJE 2016 will be held at Marina Bay Sands Convention Centre, Halls A and B from 21 to 24 July, 2016.

- Ends -

For media enquiries, please contact sijepublicist.therainmaker@gmail.com

Please download the high-resolution images of SIJE2015 here:
<https://www.dropbox.com/s/j3jemwy9k2v3vs6/SIJE%202015%20images.zip?dl=0>

Photo Credit: CEMS/SIJE2015