



You deserve to shine

**FOR IMMEDIATE RELEASE**

## **SK Jewellery Celebrates Singapore's 57<sup>th</sup> Birthday with Limited Edition *Mickey Loves Singapore* Collection**

*Let's go Gai Gai! In collaboration with SK Jewellery, join Disney favourites Mickey & Friends as they explore Singapore's iconic landmarks this National Day!*



**SINGAPORE, 26 July 2022** | No stranger when it comes to curating Singapore infused collectibles, National Day is no exception for SK Jewellery. In partnership with Disney's Mickey & Friends, SK Jewellery is proud to launch a collection of limited-edition *Mickey Loves Singapore* 999 Pure Gold-Plated Figurines and collectibles – each featuring our favourite childhood Disney characters behind Singapore's iconic landmarks.

From the vintage Peranakan shophouses that make an insta-worthy hotspot, the iconic dragon playground that has stood through generations, to Singapore's latest edition – the Singapore Flyer and the Marina Bay Sands, SK Jewellery hopes that each landmark feature can commemorate the unique and distinct flavour Singapore brings to the eyes of many.



You deserve to shine

## Mickey & Minnie Explores Peranakan Shophouses!



*Mickey & Minnie 999 Gold-Plated Figurine, \$339/each*

A popular tourist attraction built between the 1840s and mid-1900s, these beautiful historical shophouses used to be the homes of wealthy Peranakan businessmen. Lined with bright colours and intricate details, the exuberant shophouse exterior was used to display wealth and affluence.

Plated in 999 Gold, the adorable Mickey & Minnie figurines depict them having a stroll around the many vibrant shophouses. Framed up like a picture, these lovable pieces make a good collectible's series.

## Mickey & Friends at Singapore's Old-School Playgrounds!





You deserve to shine

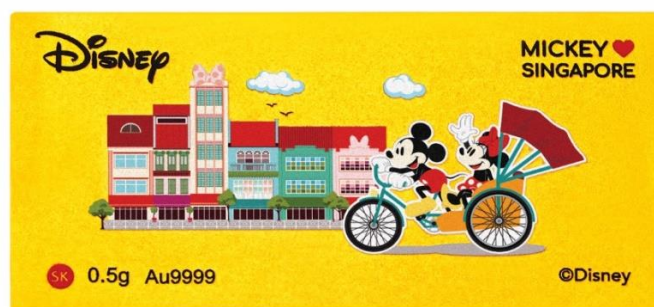


*Disney & Friends 999 Gold-Plated Figurine, \$339/each*

Built in the 1970s and 1980s, the last remaining themed HDB playgrounds brings back fond childhood memories. Featuring iconic structures such as the Dragon Playground in Toa Payoh, the Pelican Playground in Dover, the Watermelon Playground in Tampines, and the Elephant Playground in Pasir Ris – each of our figurines give off the nostalgia and sentiment of the carefree good ol' days.

Also plated in 999 Gold - join Mickey, Minnie, Donald, and Goofy as they have fun and explore the sites of our old-school playgrounds. With each piece framed up in a sturdy box-frame, these limited-edition pieces are the perfect collectibles for any Disney fan.

### **Mickey & Minnie Travelling on a Trishaw!**



*Shophouse Adventures with Mickey & Minnie 0.5G 999 Pure Gold Bar, \$169*

A common mode of transport in the 1940s, the trishaw is a strong icon of Singapore's rich cultural history. It was only in the year 1971 when the introduction of buses slowly made the trishaw a less popular mode of transport. Today, the trishaw riders serve mainly tourists and

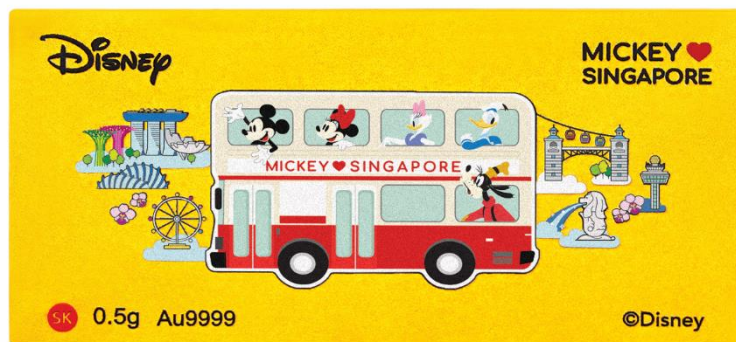


You deserve to shine

are seen at the historical sites of Singapore – such as the Albert Centre Market and Rochor Road Food Centre.

Crafted delicately in 999 Pure Gold, our Mickey & Minnie Gold Bar features Mickey riding his sweetheart Minnie on a trishaw, while exploring the rows of brightly-coloured Peranakan shophouses. A romantic piece that depicts two love-birds having fun, this charming piece is the perfect gift for your lover or crush!

### **Mickey & Friends on a Double-Decker Bus!**



*Mickey & Friends Singapore Tour 0.5G 999 Pure Gold Bar, \$169*

Shortly after the trishaw, the red-and-white double-decker bus was reintroduced in the 1977 and became a popular mode of transport for many Singaporeans. To commemorate, our 999 Pure Gold Bar features Mickey & Friends as they enjoy their time on the double-decker bus, taking in the many beautiful sights of Singapore.

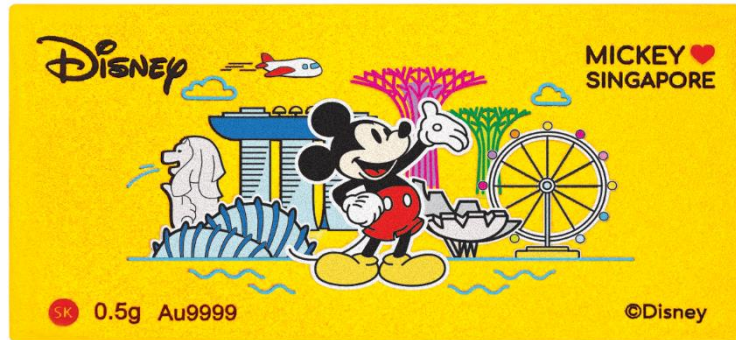
Similarly, an activity we can do with friends can be something as simple as taking a double-decker bus and riding around town. Not only do we get to enjoy the company we share with our friends, but we also get to appreciate and admire the stunning sights of Singapore all at the same time. Gift this gold bar to the best friends in your life, as a token of the friendship shared.





You deserve to shine

## Mickey in Present Day Singapore!



*Mickey Loves SG MBS 0.5G 999 Pure Gold Bar, \$169*

Fast forward to today - Mickey enjoys the current places of interests in Present Day Singapore. Popular attractions include: the Merlion, Gardens by the Bay and the Flower Dome, the Singapore Flyer, and the Marina Bay Sands.

The popular attractions featured in our gold bar brings a sense of nostalgia and pride as it shows how much Singapore has grown to be the beautiful city it is today. Meaningfully crafted, share this beautiful gift to your loved ones as a reminder of how far we have all come.

## Exclusive Mickey & Friends Tote Bag by SK Jewellery



*Front*

*Back*



You deserve to shine

In commemoration of National Day, SK Jewellery has also launched a limited-edition *Mickey Loves Singapore* tote bag that is designed with cute motifs and icons that are only unique to Singapore. Spend a minimum of \$300 on a single Disney product and you will receive this limited-edition tote bag for free. While stocks last only, so hurry and get yours now!

### **A Celebration of Singapore's Iconic Landmarks**

It is hard to deny how much Singapore has grown over the years, and SK Jewellery is proud to celebrate Singapore for who she is today. With each landmark celebrated with our favourite childhood Disney characters set in the purest 999 gold, let our pieces narrate a beautiful story that will be sure to be cherished. Let us honour the past, celebrate the present, and continue to inspire the future.

Other than our limited edition 999 Gold *Mickey Loves Singapore* collection, SK Jewellery has also launched a delightful range of white and rose gold Disney jewellery that consists of pendants, earrings, and bracelets. Be sure to check out our latest Disney pieces as well as our celebratory red-hot deals that we have in store this National's Day!

Our Disney jewellery and *Mickey Loves Singapore* collection is now exclusively available at all SK Jewellery showrooms as well as online for a limited time only! Visit us at:

[www.skjewellery.com](http://www.skjewellery.com)

**- Till next time! -**



You deserve to shine

## About SK Jewellery Group Private Limited

Headquartered in Singapore, SK Jewellery Group Private Limited (“**SK Jewellery Group**” or the “**Company**” and, together with its subsidiaries, the “**Group**”) was founded in 1991 and has an established presence of over 20 years in Singapore and over a decade in Malaysia. It has one of the largest networks of over 60 retail stores in both countries, strategically situated in prime shopping malls.

As a leading and established jeweller, SK Jewellery Group offers a wide range of jewellery products and mementoes through its *SK Jewellery* and *Love & Co.* brands to cater to a diverse range of consumer tastes and preferences, occasions, and demographics. Each brand has a unique identity, with distinctive branding, marketing efforts and product offerings.

*SK Jewellery* offers an extensive range of fashionable jewellery and mementoes for a wider demographic. This includes *SK Jewellery*'s innovative Dancing Star and Star Carat collections as well as the SK 999 Pure Gold collection, featuring bridal jewellery, sculpted art pieces, commemorative gold bars and coins.

*Love & Co.* specialises in bespoke bridal jewellery, notably, made-to-order engagement rings and wedding bands such as the signature Lovemarque and LVC Promise collections. Through customisable design elements and personalisation services, *Love & Co.* seeks to establish special connections with customers.

For further information about the Group, please refer to its website at <https://www.skjewellerygroup.com>.

### **For more information, please contact:**

Hor Su-Ann / Clara Kok

SK Jewellery Group Private Limited

Tel: (65) 6812 2835

Email: [horsuann@skjewellery.com](mailto:horsuann@skjewellery.com) / [clarakok@skjewellery.com](mailto:clarakok@skjewellery.com)