



You deserve to shine

FOR IMMEDIATE RELEASE

Gift Fancy this Valentine's Day with SK Jewellery's dazzling Princess Cut Diamond Ring

Our specially curated Valentine's Day exclusives are here to make her heart skip a beat.



SINGAPORE, 31 January 2023 | Love is in the air, as the popular season of romance and gifts draws near. Heart shaped balloons, sweet chocolates, and hand-written notes. Grand gestures to show that love is made known. The stress of finding the perfect gift on Valentine's Day can be challenging with the countless number of choices available. Besides, how do you pick a gift that is memorable, unique, and lasts forever?

Whether gifting is your love language or you are simply scrolling for some Valentine's Day inspo, SK Jewellery has got you covered. From diamonds to gold, earn some plus points this Valentine's Day from our specially curated gift guide that will be sure to sweep her (or him) off their feet.



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Valentine's Day Jewellery Exclusive: Princess Cut Diamond Ring & Pendant



1ct Princess Cut Diamond Ring, fr. \$3,999

Following behind the classic round diamond cut, the iconic princess cut is one of the most popular fancy cut designs amongst many. The perfect combination between a square shape and a round brilliant cut, the princess cut diamond is also known as a “square modified brilliant” diamond.

Crafted masterfully in 18K White Gold, our Princess Cut Diamond Ring consists of a pave setting that glistens with side diamonds totalling 0.22ct. The star of the show – our princess cut diamond – sits striking and stunning in every angle, a lab grown diamond that is only the fraction of the price of a mined diamond but with greater brilliance and shine.

Couples who have already spent multiple Valentine's together and are looking to break free from their go-to classic round diamonds can instead opt for something as unique as our Princess Cut collection. From just \$3,999 for 1 carat, spice up this Valentine's Day with something fancy to commemorate how your love has lasted throughout the decades.



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A Classic Choice: AllStar Diamond Bundle



0.5ct AllStar Diamond Ring fr. \$1,999, with a complimentary Diamond Pendant

While a fancy cut might sound tempting, some might still prefer the allure of a classic round brilliant cut diamond. Compared to the traditional 58-facet diamond, the AllStar Diamond's bright and brilliant shimmer comes from its unique 101-facets. Witness an unrivalled shine that will be sure to ignite – or even reignite - some sparks in your partner's eyes.

From \$1,999 for 0.5 carat, get a complimentary diamond pendant to match. A perfect bundle that allows you to get more for less, while giving her the perfect matching set.

A Gift from The Heart: Diamond Heart Jewellery



Heart-Shaped Diamond Necklace, fr. \$299

Actions speak louder than words, and our heart-shaped diamond necklaces are here to prove it. A gift from the heart but without a hefty price tag, celebrate the spirit of love with a simple and powerful heart. Featuring duo-tone designs that bring an extra pop of colour and diamonds



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that illuminate each delicate piece – experience the most timeless sophistication that never goes out of style.

Dangling on a White Gold chain, our heart-shaped diamond pendants rest near the wearer's heart. A testimony that your heart is always with hers.

Valentine's Day Jewellery For Him: 999 Gold Pixiu Bracelets



999 Pure Gold Pixiu Bracelets, fr. \$279 each

Also known as an auspicious mythical creature believed to attract wealth, good fortune, and protection, the Pixiu is a popular emblem of good luck that is known to many. Our 999 Pure Gold Pixiu Bracelets have designs available for both male and female and come in different combinations and colours of agate beads that have its own powerful meaning.

Bless the lucky man in your life with a gift that speaks for itself. Take a step further by presenting him with matching couple Pixiu bracelets to commemorate this romantic season with a gift that shares your special bond.



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Valentine's Day Jewellery for Him: 999 & 916 Gold Jewellery



Prices are based off the current 999 & 916 gold price.

The special man in your life deserves something special too. Featuring a wide range of 999 and 916 Gold Jewellery that are perfect for the modern men - choose between versatile gold chains, chunky rings, and statement gold pendants.

A symbol of wealth and success, Gold is also precious and durable. With a gift as prized as this, make your man feel cherished and loved.

A Celebration of Romance



1-for-1 Wedding Bands, fr. \$899

Even though the notion of purchasing a pair of wedding bands is usually associated to bridal and marriage, a pair of compatible rings can never go wrong when it comes to commemorating your love. Deepen the love you have for one another with bands that can withstand the test of time.



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Enjoy 20% off Nett Priced Wedding Bands

We understand that not everyone can admit that their love language is gifting, but it certainly does not hurt to rise to the occasion this February 14th. Revel in the thrill of being in love, and we hope our Valentine's Day exclusives played a part on this special day!

Our Princess Cut Diamond as well as our other Valentine's Day exclusives are now available at all SK Jewellery showrooms as well as online.

Visit us at <https://www.skjewellery.com/collection/valentines-day/> for more information.

- Happy Valentine's Day! -



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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 / clarakok@skjewellery.com