



You deserve to shine

FOR IMMEDIATE RELEASE

## Lunar Leap Month (闰月): Gift a token of filial piety with SK Jewellery's 916 and 999 Pure Gold jewellery

*Leap month falls on the second lunar month (闰二月) this year*



Despite generations of progression, the traditional lunar calendar maintains its presence in Singapore through widely commemorated occasions such as Lunar New Year, Qing Ming and Mid-Autumn. The dates of these festivals are different every year which makes one wonder how the lunar calendar works.

In summary, the lunar calendar is based on the moon's 29.53 days of orbit around the earth, adding up to only 354 days a year compared to the commonly known 365 days. In order to match the general Gregorian calendar, a thirteenth month is added to the lunar calendar every three years. This extra month is known as, 闰月 (rùn yuè), the leap month.



You deserve to shine



### What is so special about 闰月 in 2023?

The leap month occurs in the second lunar month this year, symbolising double spring (双春). In Chinese culture, Spring is an auspicious month as it represents new beginnings. An extension of the second month represents a hopeful and promising upcoming year. "2" is also a lucky number as Chinese believes that good things come in pairs and good luck will double up. The last leap month that occurred in the second lunar month (闰二月) was in 2004, making this year a special and long-awaited one.



### Gifting of Yellow Gold

During the lunar leap month, it is a practice to gift gold to parents as well-wishes for them to live a long and plentiful life. Receiving gold jewellery during the leap month is seen as a blessing (福气) as it



You deserve to shine

shows that the old couple is blessed with filial children. This tradition is a refreshing reversal to the custom of seniors blessing the younger generation with Ang Pows during the Lunar New Year.

Gold is valuable as it can be kept for generations and jewellery are preferred as parents can carry these blessings with them in the form of gold bangles and necklaces. Gold jewellery with motifs such as Dragon, Phoenix, Flowers and engravings with “福” or “寿” are often gifted as they carry good meaning such as fortune and longevity.



### **SK 916 and 999 Pure Gold Jewellery**

Established more than 20 years, SK Jewellery has a wide range of 916 and 999 Pure Gold available in more than 30 stores island-wide. Using the highest quality of gold and immaculate craftsmanship, you can find the most intricate and attractive pieces at affordable prices for any occasions. The most unique point is its belief in retaining traditions within modern jewellery designs, creating inspirational stories behind each jewellery pieces.

### **SK 916 Gold – Fortune Lock collection**

The fortune lock charm (如意锁) is inspired by ancient Chinese locks. Made in the shape of the Chinese padlocks, these lock charms symbolise longevity. The fortune lock is believed to protect the wearer from evil spirits and danger so that he or she would live a long life. Today, this protection charm comes in bracelets and pendants, making it a great gift to carry around.



You deserve to shine



916 gold bracelet and pendant  
*Price is based on current gold price*

### SK 916 Gold – Classic designs

As 916 gold is less malleable, jewellery that are made of 916 gold tend to be worn as everyday accessories. 916 gold also offers a rich yellow appearance that adds to an air of wealth and prosperity on the wearer. The classic rope chain necklaces and smooth surfaced bangles and rings make perfect matching pieces that can be stacked or layered with other jewellery and will not go out of time.



916 gold necklace, bangle, ring  
*Price is based on current gold price*

### 999 Pure Gold – SK Gold Legacy

SK Gold Legacy is a showcase of artistry in gold craftsmanship techniques inherited from the Royal Palace in ancient China. Each piece of jewellery is crafted in 999 Pure Gold with a distinct gold sheen and a mix of representative motifs, reflecting the beauty of culture and tradition. Dragon is an



You deserve to shine

auspicious creature that symbolises power and good fortune. A jewellery piece with Dragon expresses luck and abundant blessings to the receiver.



FRONT



BACK

999 pure gold necklace  
*Price is based on current gold price*

### 999 Pure Gold – Abacus collection

Abacus was used by business owners in the past as a calculating device. When shaken vigorously, it was believed to drive evil away. Inspired by this traditional tool, abacus designs are now symbols of good luck and wealth. The 999 pure gold abacus beads on the jewellery are movable, driving bad luck and negativity away as the wearer moves around with the abacus jewellery.



999 pure gold ring and pendant  
*Price is based on current gold price*



You deserve to shine

Lunar Leap Month is an important month that celebrates the Chinese value of filial piety. Gift a 916 or 999 pure gold from SK Jewellery to your beloved parents on this meaningful occasion.

Available at all SK Jewellery stores and online: <https://www.skjewellery.com/>

### **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>.