

**FOR IMMEDIATE RELEASE**

## **Aurea Finesse™ – Gold shines**

**SINGAPORE, 11 October 2007** – In conjunction with the annual Singapore Jewel Festival, Soo Kee Jewellery presents the Aurea Finesse™ collection, designed by renowned fashion icon, Wykidd Song.

The Aurea Finesse™ collection, comprising of a choker and earrings, encapsulates the woman who is beautiful, free-spirited and elegant. The epitome of strength in femininity and power in exuberance. Simply captivating and alluring, the collection is encrusted with fancy-cut diamonds totaling almost 27 carats with over 380 brown diamonds totaling 22 carats set in yellow gold.



The Aurea Finesse choker retails at \$68,988 and earrings at \$19,888, and will be exhibited at the Singapore Jewel Festival located at Parkway Parade from 19 to 28 October 2007.

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## **About Soo Kee Jewellery**

A company of the Soo Kee Group, Soo Kee Jewellery is the contemporary home-grown jeweller that believes in celebrating life's intimate relationships and most significant moments with precious and beautiful jewellery.

To Soo Kee, diamonds are the perfect marriage of the art of man and the art of nature, evident through the brand's commitment to secure the world's finest diamonds. This has led to Soo Kee Jewellery being awarded the exclusive distributorship of the patented Brilliant Rose® diamonds in Singapore and Malaysia.

Equipped with a forward-looking team of jewellery designers, Soo Kee Jewellery constantly pursues unique, creative and exquisite designs that symbolise a passion for life, love and artistry.

Soo Kee Jewellery upholds a firm philosophy of realizing dreams by presenting meticulously crafted and exquisite diamond jewellery. Browsing for diamonds is a pleasant experience amidst wood-panelled boutique décor which is luxurious yet cosy, and accompanied by unobtrusive, friendly and professional customer service.