

FOR IMMEDIATE RELEASE

Legendary Princess D

SINGAPORE, 11 October 2007 – Embrace the sultry splendour of this captivating diamond necklace. Set with a total of 388 diamonds weighing more than 23 carats, this stunning creation is as legendary as its inspiration.

Inspired by the magnificent life and glory of Princess of Wales – Diana, this creation is a symbol of the ultimate light and love she exudes that touches the lives of all who love her till today. At once a fashion icon as well as the epitome of style and grace, the mysterious yet sophisticated necklace glistens with Princess Diana's glamour and beauty



Be mesmerized with this stunning creation, Princess D, at the Legendary Jewel Gallery, VivoCity, from 30 October to 4 November 2007.

-End-



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.