

FOR IMMEDIATE RELEASE

The Tandellium™ Collection

SINGAPORE, 11 October 2007 – Avant Garde and unconventional, the Tandellium™ Collection is for the woman who believes in herself.

The Tandellium™ Collection plays with strong colors, the scintillating black diamond is a contrast with the rich golden hues of yellow gold.



Just as the woman is in control of her own style, this necklace can also be worn in multiple ways just by flipping the collar to reflect another set of colours to suit the mood and personality of the wearer. This is the expression of individuality as instead of black and gold, the collar is now an explosion of colours with a multitude of precious gems set together with white and black gold.

Sashay with confidence and allure with this statement piece at the Singapore Jewellery Festival located at The Tent @ Ngee Ann City from 11 to 21 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.