

FOR IMMEDIATE RELEASE

ORO DI ROMA™ - The paragon of Roman Jewellery Designs
Presented by Soo Kee Jewellery

SINGAPORE, 17 October 2007 - This Jewel Fest, let Soo Kee Jewellery take you on a journey with some of Roman's finest jewellery artisans and lead you into their world of precious baubles.



Simona Gori

Exclusively presented by Soo Kee Jewellery, the Oro Di Roma™ collection showcases some of the most talented jewellery designers in Italy, with the likes of Simona Gori, Fabio Capelli and Eldorado Gioielli headlining the collection.

Simona Gori, the creator and designer of the SCIARA collection, draws inspiration from the rich cultural tradition of the earth "where man is born". Known as the jewellery maestro back

in Italy, she is also making waves in Japan, where she is embraced by the locals for her wearable pieces of art.



Rings from the SCIARA collection



This year, expect no less than 500 pieces of one-of-a-kind and limited edition jewellery to be showcased at the Jewel Pavilion, Ngee Ann City, from 12 - 21 October 2007. Among them will be the stunning "Angelo" statue, sculpted by Fabio Capelli, a brilliant designer and poet in his own rights.

"Angelo"
By Fabio Capelli

Dedicated to promoting handmade jewellery based on design, skill, originality, exclusivity and innovation, every piece of Oro Di Roma jewellery is unique, and comes with certification of authenticity. Be fascinated by the alluring Roman Jewellery culture and indulge in the wonders and beauty of Italian jewellery craftsmanship.

On 15th October 2007, let us bring you back in time with “A Roman Holiday”, presenting the finest of the Oro Di Roma™ collection in an unforgettable runway show. It promises to be a night of Roman luxury and romance at its best, with over 80 pieces taking to the centrestage. Relive the beauty of 20th Century Rome and feast your sights on jewellery worthy of royalty. Be enchanted by the allure of Oro Di Roma™.

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ORO DI ROMA

Oro Di Roma represents the “Made in Italy” in the field of gold and jewellery; promoting the fundamental principles of uniqueness, quality and sentimentality.

Created to gather individual craftsmen and artisans under a single umbrella to promote their jewellery in an efficient and creative manner, Oro Di Roma’s participation criteria is extremely strict to guarantee only the highest quality and authenticity of gold and jewellery.

Bringing together more than 70 craftsmen in the gold sector, Oro Di Roma has enabled them to express their own brand of creativity, skill and personality. The association now also includes prestigious goldsmiths beyond Rome; silversmiths from the region of Marche and “Jewellery of Torre del Greco”, famous for their splendid jewellery produced from corals and cameos.

Internationally renowned for craftsmanship, Oro Di Roma fuses high fashion with meticulous age-old hand craftsmanship, presenting a diverse range of jewellery.

The Oro Di Roma pieces share the common “Made in Italy” philosophy, bringing forth distinct design and steering away from the mass-produced. All pieces are also entirely handmade in Italy, with the added value of artistic interpretation. Each jewel art piece is numbered and accompanied with a certificate attesting to its origin.

Italian jewellery is recognised worldwide as the leader in its field and has been associated mainly with cities like Valenza, Vicenza and Arezzo. Rome now seeks to distinguish herself from the rest, with jewellery production that is 100% handcrafted and totally Italian Made.

Since the birth of Oro Di Roma 2002, this collection has been presented in a number of events. Its exhibition at the "Vittoriano" was graced by the presence of key political figures of Rome and Italy. Its follow-up exhibition at the "Castel Sant' Angelo" had an attendance of over 130,000 visitors. Oro Di Roma also exhibited in "Le Forme de Gioiello - Oregemma 2006", "Vicenza Fair 2004", "Hong Kong International Jewellery Fair 2004" in Beijing.

Other events that Oro Di Roma have participated in include a promotional presence in Arezzo, Lisbon (for the European Soccer Cup), Athens (for the 2004 Olympic Games during which Oro Di Roma presented a jewel prize to the first Olympic Gold medallist winner).

With its successful introduction to Singapore in the Singapore Jewelfest event organized in 2005, Oro di Roma has been invited again to participate this year through its successful partnership with Soo Kee Jewellery.