

FOR IMMEDIATE RELEASE

## Untitled “Black”, Wykidd for Soo Kee collection

**SINGAPORE, 30 July 2007** – Soo Kee Jewellery unveils the full range of the Wykidd for Soo Kee collection this September. As black remains the theme to the collection, local fashion icon Wykidd Song has yet again introduced another black element to his creations. Together with the black gold jewellery pieces, the collection is complete with the luxurious and new-found elegance of black diamonds.

Departing from the conventional, Wykidd has designed an avant garde yet contemporary range. To have black gold and black diamonds paired up to form exquisite design pieces which lend sophistication and glamour. Known also as the Untitled “Black” collection, it is no wonder the collection is poised, bold and captivating.



Inspired by abstract and geometric shapes, the collection epitomizes a contemporary and vibrant style. An outlook that women yearn for these days. As Wykidd interprets, “The collection is designed specially for women who are very confident, free spirited, stylish and thoroughly enjoy dressing up”.

Each alluring piece is cleverly handmade to have the black diamonds finely and lavishly encrusted onto the polished black gold. Some pieces are designed in



curvaceous geometrics while others are more irregular in shape. The collection consists of necklaces, rings, earrings and bangles, which are sold individually or in a set.

The collection also includes pieces that are encrusted with mother-of-pearl, white topaz, and stunning diamonds, set in your choice of black gold or white gold.

The Wykidd for Soo Kee collection exudes a contemporary yet sensuous persona, and is a perfect interpretation of femininity. The collection will be available at the showrooms of Soo Kee Jewellery located at Bishan Junction 8, Bugis Junction, IMM, Jurong Point Extension, Marina Square, Parkway Parade, Plaza Singapura, Raffles Place, Suntec City, Tampines Mall, Toa Payoh Central and Wisma Atria from September onwards.

### **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<sup>®</sup> 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.