

## Press Release

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For Immediate Release

Hong Kong

### **Noble Jewelry Own Brand – Chad Allison – honored at “Couture-NY Designer Challenge”**

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#### **Tailor-made series ready to enter the China market in 2009**

Chad Allison, the U.S. jewelry brand owned by internationally renowned fine jewelry specialist Noble Jewelry Limited (“Noble Jewelry”) – has snatched the winner trophy at the first “Couture-NY Designer Challenge” organized by the JA New York & Couture Club & Pavilion.

An esteemed brand in the U.S., Chad Allison was invited to join the “Couture-NY Designer Challenge”, the climax of the JA New York Winter 2009 Show held this January in the U.S. fashion capital. The winning design was inspired by the popular Greek motif coffee cup in New York and the environmental idea of reducing, reusing and recycling to create a unique piece of wearable art. The essence of the design is a large “master pendant” crafted in 18k white gold studded with sparkling diamonds and blue sapphires along with a part of the paper cup artistically cut and formed around the precious materials. The innovative piece also boasts versatility for its components – a large pendant, a smaller pendant and a pair of earrings – which can be worn separately giving the wearer styling options from day to evening.

The Chad Allison piece and the other winning designs will be showcased at “Couture 2009” to be held in Las Vegas, the U.S. between 28 May 2009 and 2 June 2009.

Mr. Stephen Tang, CEO of Noble Jewelry, said, “Noble Jewelry is honored that its own brand has been chosen by renowned fashion editors, stylists, jewelry merchants as their favorite in an international jewelry design competition. As an international jewelry service provider, our emphasis has always been on developing the most original and sophisticated jewelry for customers and the win is an affirmation to our effort as well as a boost to the overall competitiveness of our brand business.”

On Chad Allison’s future development, Mr. Tang said, “We are developing a series of jewelry pieces specifically for the China market and hoping to launch it in second quarter 2009 via selected retail networks in the market. We have full confidence in Chad Allison’s potential in the vast market with a growing population of sophisticated consumers.”

Acquired by the Group in 2006, Chad Allison is the first own brand of the Group and its products are sold through independent retailers and jewelry specialty chain stores in the U.S..



The winning design from Chad Allison showcased at the JA New York Winter 2009 Show

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### **About Noble Jewelry Limited**

Noble Jewelry, founded in 1992 and headquartered in Hong Kong, operates fine jewelry business. Currently, it is one of the largest exporters of fine jewelry from Hong Kong to the Middle East. The Group has business presence in the U.S., the EU countries, the Middle East, the PRC and other Asian-Pacific countries and is dedicated to creating premium-quality products and services for jewelers, and expanding its existing own branded fine jewelry business. The Group has built up a strong product development team to cater for large quantities of original jewelry designs each year. Noble Jewelry owns two fine jewelry brands: Chad Allison in the U.S. and OriDiam in Spain. For more details, please visit <http://www.noble.com.hk>

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