

DI C.  
2014  
N. 128  
C. 7.00

# VOCIGLIUCCI magico



# Aaron Shum

## Big News For 2015



With an established presence in Europe, the United States, the UAE, China, Australia and Japan, at 20 years since its founding in 1985, Aaron Shum Jewelry has proven itself to be a true leader in branded fine jewelry. Headquartered in Hong Kong and with a 150,000 square-foot manufacturing complex in Shunde (Guangdong Province of China) with more than 600 highly skilled workers, Aaron Shum announces big news for 2015. Two new booth under the premium brand Coronet Solitaire at VicenzaOro Winter show in Januray at pavilion 7 and at Baselworld in the prestigious hall 1 together with the mega luxury brands. Known for its expertise in the prongless setting, the company boasts a wide range of products distributed under eight brand names. Technical innovation and a strong sense of fashion come together to bring to life collections with an international flair. With brand names like Gemtique, Icestrella, La Posy, Inogems, Princess Rose, Flotilla, Milky Pearls all the way to the premium brand Coronet Solitaire. With its worldwide patented setting – an amalgamation of six diamonds together with an elevated centerpiece which is 100% visible with no prongs to create a magical “solitaire effect” - Coronet Solitaire is targeted toward a fashion-conscious woman.

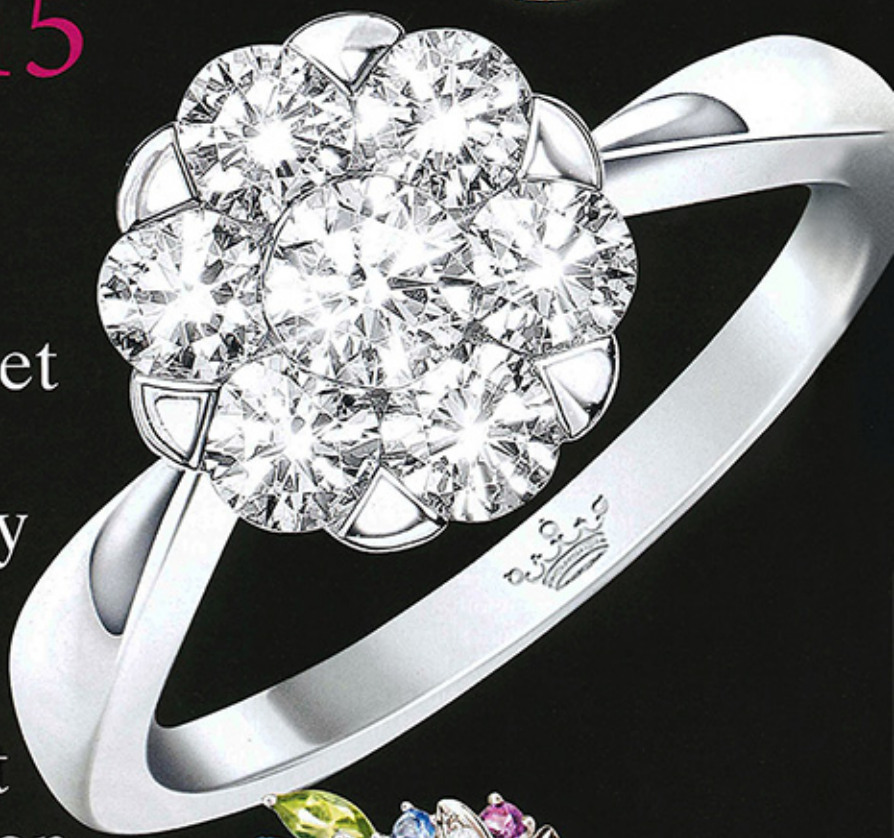
It makes for the perfect day-to-evening jewel. The floral, nature-inspired creations in the La Posy and Gemtique lines are characterized by a myriad of colorful stones – from natural semiprecious stones to Swarovski gemstones – along with diamonds and 18-carat gold. The Inogems jewelry collection is also characterized by colored stones set in a special checkerboard mount with the main stone invisibly set without any prongs. The elegance of the Milky Pearls line is a bit more traditional. The collection focuses on freshwater pearls in shades of tangerine, mauve, aqua-silver and peach. Icestrella features more technological creativity. This line was inspired by the story of the Snow Queen and presents diamonds floating in a transparent material widely used for the fabrication of bulletproof glass. “Stars that seem to have fallen from the sky” are transformed into diamonds and further highlighted by the use of black rhodium-plated gold – this is the Flotilla collection, which features essential yet high-impact creations. More diamonds for the Princess Rose collection, which boasts another patented design – a princess-cut diamond surrounded by four marquise-cut diamonds for an amazing sparkle that makes each of these jewelry pieces the perfect engagement gift.



# VicenzaOro Winter 2015

Stand 200  
Pavilion 7

With a new Coronet Solitaire-branded stand, the company will exhibit in the exclusive Icon Premier District at the Premier Pavilion 7, where only preeminent brands will be housed



# Baselworld 2015

Stand A32 at the prestigious  
**Hall 1.1**

Aaron Shum and its  
premium brand  
Coronet Solitaire  
enter into a new stand  
at the Olympus of the  
mega luxury groups,  
confirming itself as  
a world-class global  
jewelry brand

