

# GIT

GEMS & JEWELRY

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## GIT IN FOCUS & FEATURE

อัญมณีอินทรีย์  
อำพัน (AMBER)

## COVER STORY

จิ้ง เต็ก โฉง  
คลาสสิกอย่างร่วมสมัย  
สนทนากับทายาทรุ่นที่ 3  
อรโท ดุรงค์พิศษฎกุล

THE GEM AND JEWELRY INSTITUTE OF THAILAND (PUBLIC ORGANIZATION)

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ราคา 90 บาท

# GEMS CONTEMPORARY

## 活动亮点 (Event Highlights)

### 闪闪发光的美国之旅：从JCK拉斯维加斯至好莱坞的环球影城

皇冠钻石的吉普森吉他到达美国于2015年5月26日至2015年6月1日在JCK豪华展出，400克拉的精美图案以及风格特点。在为期7天的展会期间超过30000人有机会体验世界上最有价值的吉他。展出在豪华大厅出口，皇冠钻石吉普森吉他带来的创新水平，想象力和美丽的珠宝成为亮点。

#### The Sparkling US Tour: From JCK Las Vegas to Universal Studios Hollywood

Coronet Diamond Gibson Guitar arrives the United States At the JCK Luxury held between 26 May and 1 June 2015, the 400 carat masterpiece captivated the event with its delicate designs and characteristic style. During the 7 day show period, over 30,000 visitors experienced the excitement of the world's most valuable guitar. Showcased at the Main Entrance of the Luxury Hall, Coronet Diamond Gibson Guitar brought a level of innovation, imagination and beauty to Jewelry collections that became the highlight of the event. Miss Nopakaow Thavornwong Chief of Business Development Department, GIT, congratulated Mr. Aaron Shum on the 30th year anniversary of his company during her JCK Las Vegas 2015 visit.

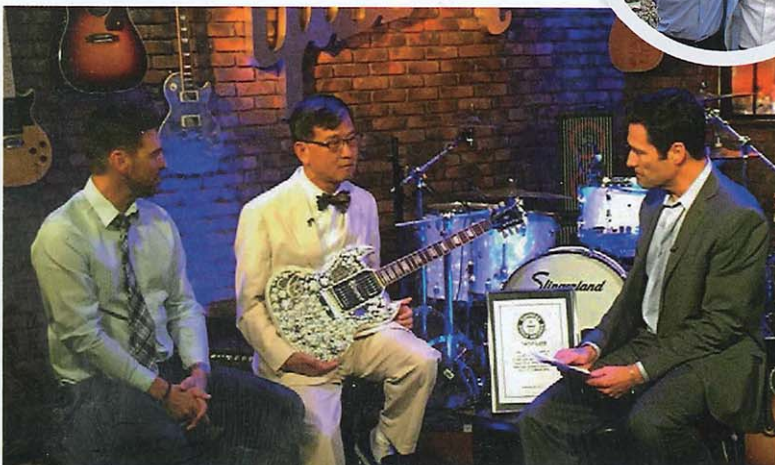


## 福克斯电视采访和NBC娱乐电视节目

福克斯新闻频道，也被称为福克斯新闻，是美国头号新闻网。创作者AARON SHUM于27/5被邀请参加6:30的福克斯晚报，介绍介绍世界上最有价值的吉他创作及其杰出的全球专利皇冠的设计特点。它一天的点击量超过550万观众，破纪录的200万美金的皇冠钻石的吉普森吉他与马里奥洛佩兹出现在好莱坞环球影城的电视节目中，马里奥洛佩兹拥有980000推特追随者以及520000Instagram追随者。当马里奥发布在社交媒体平台的照片获得迅速的反响并且产生广泛的转发

#### FOX TV Interview and NBC Entertainment Television News Programme EXTRA

Fox News Channel, also known as Fox News, is the number one news network in the United



States. Creator Aaron Shum was invited to appear on 27/5 Fox Evening News at 6:30, to introduce the creation of the world's most valuable guitar and its distinguished feature of worldwide patented Coronet design. It received tremendous coverage to over 5.5 million viewers locally within a day. The record-breaking 2 million dollar Coronet Diamond Gibson Guitar on ExtraTV at Universal Studios Hollywood with Mario Lopez, who possesses 980,000 Twitter followers and 520,000 Instagram followers. When Mario posted the photo on the social media platforms, the act has swiftly gained an enormous echo effect on the web that generated widespread retweets and favourites.

## 皇冠钻石吉他在好莱坞比佛利山吉普森展厅展出 Coronet Diamond Guitar Viewing at The Gibson Showroom in Beverly Hills, Hollywood



## 周大福选择大连作为中国之行的第一站



周大福，世界上销售额最大的珠宝商，于2015年5月16日在大连市大型购物中心举办独家展出。该事件标志着520集的第一个纪念日，以展示最新的520珠宝冠设置专利。展出的也是世界上最珍贵的吉他并且获得世界吉尼斯纪录，受欢迎的中国歌手胡夏应邀参与活动。活动期间热情演唱歌曲“那些年”，这首歌是“你是我的眼”的主题曲，伴随着皇冠钻石吉布森吉他，感受到观众的热情。

\*\*注：早些年“那些年”的官方录音带获得广大群众的反响，超过59,000,000的点击率。

### Chow Tai Fook picks Dalian as the First Stop of the China Tour

Chow Tai Fook, the world's largest jeweler in terms of sales, hosted an exclusive 520 collection event on 16 May 2015 at a grand shopping mall located in the Dalian city. The event marked the 520 collection's first anniversary, with a showcase of the latest 520 Jewelry in patented Coronet setting. On display also the World's most valuable guitar certified by the Guinness World Records. The popular Chinese singer Wu Xia was invited to attend the event. During the event, Wu Xia's passionate performance of \*\* "Those Years", the theme song for the movie "You Are the Apple of My Eye", accompanied by the Coronet Diamond Gibson Guitar, draws the appreciation from a big and enthusiastic crowd.

\*\*Remark: The official music video for "Those Years" continues to gain views at an astronomical rate. Earlier, the video reached 59,000,000 views and counting.