



設計比賽得獎公司赴以色列交流之旅

Winner of Design Competition Joins Israel Study Tour

由大寶珠寶有限公司憑樂珍小姐設計的作品《醉花香》(Drunk Fragrant)於較早前舉辦的「JMA國際珠寶設計比賽2018」榮獲「公開組II冠軍」及「我最喜愛珠寶設計大獎」兩項名銜。公司代表人張華麟先生表示，公司一向有參與大大小小的設計比賽，十分重視產品設計，認為參與設計比賽更能達到宣傳品牌的效果，所觸及的客戶層面亦更為廣泛。

今年的「JMA國際珠寶設計比賽」，本會首次與以色列鑽石協會(IDI)合作，安排得獎公司參與以色列鑽石交流之旅，並到訪以色列國際鑽石周(International Diamond Week in Israel (IDWI))，希望可透過是次交流活動，加深業內人士對原材料的認識，並提供與世界各地鑽石行業從業員進行交流的寶貴機會。



大寶珠寶有限公司張華麟先生代表公司出席為期五天的以色列交流之旅，圖左為得獎作品「醉花香」。

Mr Kenneth Cheung joined the 5-day study tour to Israel on behalf of Edelweiss Jewellery Company Ltd. Displaying on the left is the winning piece Drunk Fragrant.

在為期五天的以色列鑽石交流之旅，張先生感歎以色列鑽石業近年發展興旺，政府積極為行業打造嶄新形象。IDWI的氣氛濃厚，即使場地相較其他展覽小，但在開幕禮上，來自世界各地的行內人士共聚一室，為珠寶從業員提供寶貴的交流機會，讓他們得以建立良好的的人際網絡。場內的花式形狀鑽石(Fancy shaped diamond)的造工精緻，令人大開眼界。

展館的另一端亦展出以色列鑽石業的創新科技成果，以色列作為鑽石出口大國，鑽石切割技術了得，更有參展商將成功研發出球體切割，科研公司、供應商、製造商、零售商等就技術應用、顧客偏好等方面進行討論，加強供求雙方的交流。

除此之外，張先生與我們分享最新行內資訊，以色列政府於會上發佈鑽石虛擬貨幣，為作為購買鑽石的流通貨幣，將有利投資者進行鑽石投資。



張先生認為，儘管香港珠寶工業息微，但香港公司於市場觸覺、新產品研發方面存在的優勢是不容置疑的，在全球珠寶業仍然扮演著重要角色。

行程亦包括到訪耶路撒冷，張先生認為短短五日的旅程，除了加深其對鑽石行業的認識外，更令他對於以色列一國，不論是其歷史、猶太人的行事作風等，都有著更深入的了解，對其業務有很大的幫助。



Drunk Fragrant by Ms Le Zhen, Edelweiss Jewellery Company Ltd won *Open Group II: Champion* and *My Favorite Jewelry Design Award* in JMA International Jewelry Design Competition 2018. "We take part in various design competitions", said Mr Kenneth Cheung, company representative of Edelweiss Jewellery Company Ltd, "This is our way to show that we value designs and we believe that it buys us positive advertising while reaching clients on a wider level."

Working together with Israel Diamond Institute (IDI) for the first time this year, HKJMA arranged a study tour to Israel for the winning companies. During the trip, winning company will be able to visit the International Diamond Week in Israel (IDWI) with an aim to gain greater knowledge on both raw materials and the international diamond industry, while at the same time serves as a valuable opportunity for cultural exchange between industry players around the globe.

During the 5-day study tour, Kenneth expressed his surprise regarding the development of the diamond industry in Israel to which he gave credits to the Israeli government in giving it a brand new image. Despite its size disadvantage in comparison to other exhibitions, the IDWI made it up with good spirit. During its opening ceremony, people from different parts of the world gathered in exchange of market information and ideas, which makes it the perfect networking occasion. Extraordinary fancy shaped diamonds are showcased.



Located on the other side of the exhibition was the Innovation Centre. Being one of the biggest diamond exporting countries, Israel pioneers at diamond cutting technology. This year, a sphere-cut technology was showcased. Under the same roof, technology companies, suppliers, manufacturers and retailers are able to exchange ideas regarding technology application and customer preferences, hence reinforcing communications between the demand and supply sides of the market.

Furthermore, Kenneth shared with us the latest market information at the show – the launch of diamond cryptocurrency as the currency for diamond investment.

“Despite having most of its production in mainland China, Hong Kong jewelry industry remains indispensable in the world market with its excellent ability to adapt to the new market trends and product innovation”, said Kenneth.

The 5-day study tour includes a day trip to Jerusalem. “It is indeed a valuable experience”, shared Kenneth, “It enriches my knowledge on diamonds, but most importantly, it gives me special insight on Israel as a country, including its history and its people.”

「醉花香」

設計靈感源自大自然，設計師認為只有最原始的帶感情有故事的作品，才最容易打動人心。「醉花香」捕捉蜂鳥在採集花蜜的瞬間，以精湛的工藝雕刻出蜂鳥的靈氣、花朵的自然，展現大自然絢麗的色彩，耳環可360度旋轉，從每一個角度展現出作品不同的美麗。

Drunk Fragrant

Taking inspiration from the nature, the designer believes that only pieces with a story will touch one's heart. The piece captures the moment when a hummingbird is feeding on nectar with exquisite craftsmanship. Using 18K gold and colored gemstones, the piece presents the beauty of nature in extraordinary colors, showing different shades of beauty at every angle.

