

## Press Release

November 25, 2013

**Grand opening of 『TOKYO Jewellery Gift』.**  
**Isetan Singapore holds inaugural Made in Tokyo Jewellery Pop-Up Shop**

Takashi Fujimori, CEO of FUJIMORI INC. and Yukio Kajita, CEO of KAJITA Co., LTD jointly announced today the kick-off of “Tokyo Jewellery Gift” Pop-Up Shop in Singapore Isetan Scotts Store, located on 1<sup>st</sup> Floor lobby, running from December 6 -11, 2013, it will offer Singapore customers the jewellery gift with unique Tokyo features. It is the first time to host event of original Tokyo jewellery brands in Isetan Singapore.

Not only introducing high quality and elegant jewellery, “TOKYO Jewellery Gift” will also bringing with it the exquisite craftsmanship in the pop-up shop. Experienced jewellery craftsman coming from Tokyo will provide onsite engraving and other customized services during the event, to deliver the delicate jewellery gift as well as the unique experience.

“We hope we can reproduce the actual Tokyo jewelry handmade processes in Isetan, let Singapore customers to witness and experience the Japanese professional craftsman’s superb techniques.” said Takashi Fujimori, CEO of FUJIMORI INC., the event organizer.

“Both of our companies are well-known as “Made in Tokyo” in Japan jewellery industry, being recognized as leading colored gemstones manufacturer in Japan domestic market. We look forward to establishing a presence in Singapore to promote our brands, building relationship within this market and taking this opportunity to develop and expand our retail business in the region.” said Kengo Kajita, COO of Kajita Co., LTD, the joint event organizer.

**FUJIMORI INC.** was established in 1970, jewellery manufacturer stresses the traditional chasing techniques, operating “Adam” - customized jewellery shop in Sangenjaya, TOKYO and promoting anniversary jewellery brand “MITSUBACI”.

**KAJITA Co., LTD** was established in 1920 as colored gemstone specialist manufacturer, pursues handmade jewellery craftsmanship consistently in the past century. Kajita targets Japanese wholesale customers with fine jewellery business, also has long term OEM cooperation with famous Japanese domestic jewellery brands.



Photo from left to right: Logo of TOKYO Jewellery Gift • TOKYO Jewellery Gift Flyer • Craftsman onsite engraving

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## Brand Products

### FUJIMORI



### KAJITA



## Bio of Event Organizers

**Takashi Fujimori**, CEO of FUJIMORI INC., was born in Setagaya in Tokyo. He graduated from International Christian University in Tokyo. After completing his further jewellery study in Italy, he came back to Japan and joined FUJIMORI. As a jewellery designer, he won many rewards including “Japan Jewellery Designer’s Award” .

**Kengo Kajita**, COO of KAJITA Co., Ltd, was born in Bunkyo in Tokyo. He graduated from Keio University in Tokyo. He started his career as the automobile marketing consultant in Hakuhodo in 2002, the leading Japanese advertising and public relations company. After obtained the GIA qualifications in the United States, he came back to Japan and joined KAJITA.

【Singapore Isetan Scotts Store Map】

【Singapore Isetan Logo】



● Orchard MRT Station (地下鉄)



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