

**PRESS RELEASE**



Two successful Japanese jewelry brands challenges Asian market

**Introducing “Made in Tokyo Jewelry” in Singapore,  
“THE TOKYO JEWELLERY” celebrates SG50 with the limited edition jewelry**

\*2014 Dec, 7 days Pop-Up shop hits SGD210,000 sales (2014.12.5-11)

Yukio Kajita, CEO of Kajita Co., Ltd. and Takashi Fujimori, CEO of FUJIMORI Inc. are pleased to jointly announce the limited edition jewelry celebrating the 50<sup>th</sup> year of Independence of Singapore at “Tokyo Jewellery Celebrates Singapore 50 Party.”

This memorial jewelry is specially created as a limited color edition to celebrate SG50, and comes in the design of each brand’s representative collection.

Prior to the announcement at the party, Kajita and Fujimori will start taking advance orders at Isetan Singapore from July 10<sup>th</sup> to 16<sup>th</sup>.

“THE TOKYO JEWELLERY” is a Pop-Up shop run by two jewelry companies from Tokyo, and introduces each brands’ original skills and techniques, well-selected materials, and process of jewelry creation. Since holding the event for the first time in December 2013, they have steadily grown sales. This time will be their fourth challenge.

Takashi Fujimori, CEO of Fujimori Inc., says “Through our previous events, we have developed good relationship with hundreds of Singaporean customers, and we are now a great fan of their warm-hearted and hard-working nationality. As a jewelry brand, we thought SG50 would be the best opportunity to create a product to show respect and honor to our customers.”

Kengo Kajita, COO of KAJITA Co.,LTD, the joint event organizer, says “We’ve always wanted to hold a gorgeous party where our customers can dress up and enjoy wearing their jewelry. Colored stones look even more attractive under the strong sunlight in Singapore. Our objective is not only to sell our jewelry, but also to recommend and suggest how to enjoy wearing jewelry..

**“Tokyo Jewellery Celebrates Singapore 50 – with many thanks to our customers –”**  
17<sup>th</sup> July, 2015 19:00-20:00 @Own My Grain (462 Crawford Lane, #02-31)  
(Party is only for invited guests. Please contact us in advance for media to enter.)

**“THE TOKYO JEWELLERY” Pop-Up shop**  
10<sup>th</sup> – 16<sup>th</sup> July, 2015 @Singapore ISETAN Scotts store



Event of “Tokyo Jewellery Gift” Dec.2014



“DYNAMIC RING” by FUJIMORI



“KALEIDOSCOPE” by KAJITA

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THE TOKYO JEWELLERY J

FUJIMORI Inc. was established in 1970, jewelry manufacturer which is making handmade jewelry with the traditional hammering techniques, operating jewelry shop “Adam”-in Tokyo and promoting anniversary jewelry brand “MITUBACI”.

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

**【THE TOKYO JEWELLERY】**

THE TOKYO JEWELLERY is a Pop-up shop to introduce jewelry from Tokyo to the world, and is run by two jewelry brands which focus on Tokyo origin design and craftsmanship. With the success in Singapore, the team now plans to expand to East Asia, Middle East and Europe.

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