

IN-STORE

De Beers increases focus on China with new bricks-and-mortar store

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De Beers Diamond Group is focusing on the Chinese market with the opening of its second bricks-and-mortar store in Hong Kong.

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The company opened its doors in the Elements shopping center in the Kowloon district of Hong Kong last week. De Beers' new location debut also marked the unveiling of a new set from the Swan Lake Collection that comprises 123 carats.

"We have been welcoming Chinese clients in our stores around the world, and we are now delighted to invite them to experience De Beers in China," said Francois Delage, London-based CEO of [De Beers Diamond Jewelers](#).

"The jewelry designs at De Beers are extremely precious and therefore we look for locations that live up to this," he said. "Elements is an epicenter of luxury shopping in Kowloon and a fitting home for our second store in Hong Kong."

De Beers Diamond Group is owned by LVMH Moët Hennessy Louis Vuitton along with luxury brands such as Christian Dior, Louis Vuitton, Céline, Marc Jacobs, Givenchy and Tag Heuer.

Shedding some light

De Beers newest location is equipped with De Beers Iris magnifying and lighting technology to help customers clearly see the beauty of every diamond in the way that an expert would examine the gem.

Also, the second Hong Kong location is designed in a new concept of glass, light and openness that has not been seen in a Hong Kong store before, per the brand.

The open and well-lit design is meant to bring the diamond jewelry to life and highlight the art found in each diamond.



This is the brand's second location in Hong Kong, with its first found in The Landmark shopping center in the Central district.

The Element shopping center also plays home to Prada, Gucci, Fendi, Montblanc and Chanel, helping De Beers to maintain and emphasize its luxury status.

The opening of this second store also highlighted the debut of a new jewelry set in the jeweler's Swan Lake Collection.

The new "Red Carpet" Swan Lake necklace contains 258 pear-, oval- and mesquite-cut diamonds that total almost 123-carats.

Sparkling sights

De Beers kicked off the new location with a star-studded event last week.

Two national actresses, Vicky Zhao Wei and Karena Lam Ka-Yan, were the guests of honor at the event.

Ms. Wei wore the new Swan Lake Red Carpet necklace and the white gold Swan Lake earrings while Ms. Ka-Yan wore the Cascade pear necklace, pear cluster earrings and matching bracelet.

De Beers chose the two actresses to represent the brand in China because of their "modern women" appeal and the way that they balance professional and personal life while being naturally beauty and elegant, per the brand.

The new store is a physical representation of De Beers' focus on Greater China. The company also recently opened bricks-and-mortar stores in the cities of Beijing, Tianjin and Dalian in mainland China.

De Beers is looking to better engage and interact with its Chinese customers that normally shop abroad and increase brand awareness among the growing luxury market.

“We know that the highly-discerning clients in Hong Kong will no doubt appreciate the superior sparkle and transparency that our specially-selected diamonds exhibit,” Mr. Delage said.

Final Take

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