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BRILLIANT
JEWELLERS

Asia's Fine
JEWELLERY
GUIDE

BRILLIANT JEWELLERS is a leading
jewellery retailer in Asia, offering
a wide range of fine jewellery to
customers in Hong Kong, Singapore,
Malaysia, Indonesia, the Philippines
and Thailand.



HONG KONG • INDONESIA • MALAYSIA • THE PHILIPPINES • SINGAPORE • THAILAND



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(Clockwise from left) Jade, ruby and diamond earrings in 18K white gold. Diamond pendant in 18K white gold. Sapphire and diamond necklace in 18K white gold. Diamond brooch in 18K white gold. Sapphire and diamond pendant in 18K white gold. Diamond earrings in 18K white gold.

motifs. Each jade piece is expertly handcrafted and designed with precious stones, and exude elegance and timelessness.

Fine jade jewellery is always unique as it is handcarved. As the signature gemstone of On Cheong, jade is treated with special care, and is presented in a luminous array of hues, from traditional green, white, lavender (violet), orange to even black jade.

On Cheong designer and assistant operations manager Crystal Ang, says, "We use a wide range of jade as people are starting to collect different colours. There is a new acceptance of black jade, which is affordable for those who have just started to appreciate the stone."

Lastre and transparency continue to determine the value of traditional green jade. The SGD115,950 necklace from the Greenery Series is a prime

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(From top) Jade and diamond pendants in 18K white gold; Diamond ring in 18K white and rose gold.

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example of lustrous and translucent stones. To achieve such consistency in colour is a demonstration of On Cheong's superior sources for jade, as a wide pool would have been plumbed to find so many matching pieces. Quality can also be seen in the earrings, where craftsmen would have had to carve out carefully to achieve mirror images. On Cheong draws from a large, established pool of jade specialists, mostly Chinese experts.

It is no wonder On Cheong caters very much to upper-end customers with its one-of-a-kind pieces, custom designs and jewellery resetting services. Let On Cheong's designers create desirable pieces for you, and you will experience first-hand the skill and service which set this renowned jeweller apart.



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G STORY

On Cheong's history is deeply intertwined with that of Singapore's. Started originally as a goldsmith shop in 1936, it embraced modernity and expanded its core business to incorporate an exciting mix of traditional and contemporary jewellery.

On Cheong managing director, Charles Ho Nai Huen, says, "We have diamonds, gold, precious stones (rubies and sapphires), semi-precious stones, and precious gold. Our standard of selection for diamonds, for example, is very stringent as only the top grades are used for our custom-made jewellery. The best samples of jade are from Myanmar and bordering Yunnan. The stone needs skillful craftsmen to bring out its beauty. Rubies from Myanmar, emeralds from Colombo and sapphires from Ceylon - On Cheong's years in the business have helped us identify the best sources for all materials and the right craftsmen to handle them."

Mr Ho adds, "Jewellery creations should last for generations. At On Cheong, the goal is to make sure there is connectivity to our customers, to establish rapport and maintain lasting relationships."



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(Clockwise from left) Diamond bangle in 18K rose gold; 18K five-toned gold necklace; On Cheong Jewellery's boutique; Sapphire and diamond earrings in 18K white gold.



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