[Press Release]

2014' Royal Asscher Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum and Distinguished Exhibition 2014 Spring Launched in Beijing

Here, Joint-hands to Create a Sophisticated New World with Luxury Brands Multi-culture

On 23 May 2014, 2014' Royal Asscher Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum and Distinguished Exhibition 2014 Spring ("SR Luxfo 2014") was grandly launched at the Beijing International Hotel Convention Center. The second year of the SR Luxfo 2014 themed "Creation of a Sophisticated New World with Luxury Brands Multi-culture" implies that without innovation there is no enjoyment, and all the good and success derived from continuous reform with creativity. Without fusion there is no vitality. With the contributions from different parties, mutual supplement and prosperity can be enjoyed. The 2014 SR Luxfo brought the glory at Beijing International Hotel Convention Centre.

The SR Luxfo 2014 was in the forms of keynote speech, round table conference, opening ceremony, opening party, charity dinner, tasting salon, press conference, etc. Sparkle Roll Group, the organizer, leverages its 18 years of accumulated network of business partners in the luxury retail industry, invited more than 300 elites from upstream and downstream of the luxury industry to participate in the grand event. These elites included but not limited to local and overseas potential investors, high-end commercial property developers, multi-national luxury retail groups, local luxury retail groups, brands distributors and dealers, industry associations and institutions, public relations / sales agents, top-tier fashion, consumption and property media in the PRC, lead buyers such as members of Sparkle Roll Honor Club, famous buyers, collectors, etc.

Grand Opening



Mr. Ivan Tong, Chairman of the Board of Sparkle Roll Group delivered his speech at the Opening Ceremony of the SR Luxfo



Ms. Gitta Vandenbroeck, Head of the Jewelry Department, Royal Asscher Diamond Company delivered her speech on behalf of the title sponsor



Senior Management and the representatives of various brands jointly hosted the ribbon cutting ceremony of the SR Luxfo

The SR Luxfo 2014 Opening Ceremony was grandly held at the Beijing International Hotel Convention Center at 2p.m. on 23 May. To begin the opening ceremony, Mr. Ivan Tong, Chairman of the Board of Sparkle Roll Group delivered his speech. Subsequently, Ms. Gitta Vandenbroeck, Head of the Jewelry Department, Royal Asscher Diamond Company delivered the keynote speech. Following the Opening Ceremony, Mr. Ivan Tong, Chairman of the Board of Sparkle Roll Group; Mr. Zhao Xiaodong, Deputy Chairman and Chief Operating Officer of Sparkle Roll Group; Ms. Gitta Vandenbroeck, Head of the Jewelry Department, Royal Asscher Diamond Company; Mr. Emmanuel Fedon, International Sales Manager of DeWitt; Mr. Huang Yue, Chairman of Huang Yue Art Charity Foundation; Mr. Kong Lingjun, Chairman of Koncise (Beijing) International Watch Company Limited and other guests jointly hosted the ribbon cutting ceremony of the SR Luxfo, together with the attended guests, to attest the opening of the distinguished exhibition, which led a number of luxury brands to create a new golden page.

At this point, the SR Luxfo 2014 was officially launched.

Private Opening Party



Senior Management of Sparkle Roll Group and Franshion Properties (China) Ltd. jointly hosted the SR Luxfo Opening Party

In the evening on 22 May, the SR Luxfo Opening Party – Guang Qu Jin Mao Fu Private Night was held in Beijing. Sparkle Roll Group and Franshion Properties (China) Ltd jointly presented the private customized luxury products night, to create an unprecedented powerful and direct communication platform, to share the living philosophy of high-end customization with a number of high net worth population in Beijing, to open up a luxury feast for the most effective circle in the PRC. The Jin Mao Fu of Franshion Properties, which is committed to adhering to the "Green Gold" standard for its high-end green residential properties, joint-hands with Sparkle Roll Group for luxury brands cooperation again. The design of Franshion Properties' top end "Fu Series" is customized for top class lifestyle.

Sparkle Roll Pinnacle Forum

The SR Luxfo 2014 carried on the essence of the first edition of the SR Luxfo, dazzled the city of Beijing with a brand new facade. The second edition of the SR Luxfo is a 3-day event, with the pinnacle forum and distinguished exhibition taking place in two separate halls. The pinnacle forum started from 10a.m., 23 May until 4p.m., 24 May, including eight sessions of grand keynote speech presented by guest speakers including but not limited to international top-tier jewelry brands, famous European independent watchmaker brands, high-end healthcare brands from Italy, Switzerland, the Netherlands and China. Meanwhile, "Hats off to Master" round table conference was especially arranged during the keynote speech session, with invited guests such as independent luxury brands founders and elites from the luxury industry, to conduct intense and in-depth discussion on the current and future development of the luxury industry.



Mr. Enrico Margaritelli, CEO of CT ContaTempo Scuderia Watch Company delivered the keynote speech

This year's SR Luxfo is a luxury brands culture commercial and social communication platform, which takes independent, unique and top-level luxury brands as absolute protagonists, and with B2B, B2M & B2C as orientation, as the only one commercial summit for independent luxury brands in the PRC, the SR Luxfo precisely invited the high net worth population, various enterprises of the upstream and downstream luxury industry, aiming to building a highly interactive communication platform for all the industry players of the whole luxury industry chain. The invited business audiences were limited to top-tier business elites from the upstream and downstream of the luxury industry, members of high-end private clubs, VIP customers of private banks, the customer group from the top of the pyramid of Sparkle Roll's customer base accumulated over the past twenty years. The numerous world top luxury brands and high quality professionals lay the solid foundation for this perfect SR Luxfo, to open a gateway to a brand new win-win future for the luxury players from all over the world who seek for a success in the China market, and to attest "Creation of a Sophisticated New World with Luxury Brands Multi-culture" together.

Sparkle Roll Distinguished Exhibition

The Distinguished Exhibition was held at grand main hall of Beijing International Hotel Convention Center. Tens of top-tier independent and unique luxury brands displayed their new collections of the year at the specially-designed booths, at the same time, the Organizing Committee had invited tens of thousands of luxury car owners, watch owners and customers of private banks who have high net worth value reaching RMB10 million to visit the exhibition. It was said a scarce brand feast for both consumers and business partners.



Sparkle Roll Distinguished Exhibition

Compared with the first edition of the SR Luxfo, this year's is more grand and imposing. The venue's area is doubled and has more than 60 renowned brands including Royal Asscher, DeWitt, Sparkle Roll Fine Wine, Rolls-Royce, Bentley, Lamborghini, Boucheron, Richard Mille, Parmigiani, Pierre DeRoche, Moneta, ER Diamond, CT ContaTempo Scuderia, Koncise Enamel Watches, Tears of Angel, Australia MIG Real Estate, Jones Lang LaSalle, Luxury & OC, Utopia, Tokomys, Courtyard Cathay, Ciming Oasis, Yi Ke Hui, Bestspoke Tailor, China Taiping Insurance Group, Bank of Beijing, etc.. The SR Luxfo was unprecedented in Beijing ever.

The theme and overall arrangement of this year's Luxfo were designed with innovative ideas, replacing the traditional rigid exhibition style. A more active arrangement of events with more customers-favored aesthetic ideas was adopted in order to increase interaction with and bring the luxury brand culture closer to the audience. The first show of CT ContaTempo Scuderia, the famous Italian chronograph brand, in China included a lucky draw session. During the Distinguished Exhibition, visitors could get the leaflet of the brand at the reception. In the morning of 26 May, the CEO of CT ContaTempo Scuderia announced the name of one lucky guest, who was awarded with a watch of his choice. In addition, in order to create brand image and connotation, the SR Luxfo especially added the media interview zone and reinforced the B2M platform to increase media effort and promotion for spreading brands culture to the public in the most effective way.

Sparkle Roll Pinnacle Charity Night



Senior Management of Sparkle Roll Group, China Soong Ching Ling Foundation, Beijing Jackie Chan Charitable Foundation, and Palais de Violette jointly hosted the Opening Ceremony of the Sparkle Roll Pinnacle Charity Night

<Let Love Reign Let Mercy Win> Beijing Sparkle Roll Pinnacle Charity Night 2014 Spring was grandly held in Beijing Palais de Violette on 23 May for the fourth year. Sparkle Roll Pinnacle Charity Night is the one and only one love platform was jointly built by Sparkle Roll Group, China Soong Ching Ling Foundation and Beijing Jackie Chan Charitable Foundation for the celebrity to participate in charity business and gather the charitable elites to spread positive energy and promote charity to modern daily life.

Mr. Jing Dunquan, Vice Chairman of China Soong Ching Ling Foundation; Ms. Tang Jiuhong, Minister of the Ministry Fund and Mr. Gao Qing, Director General of Beijing Jackie Chan Charitable Foundation; Mr. Ivan Tong, Chairman of the Board of Sparkle Roll Group; Mr. Zheng Haojiang, Deputy Chairman, CEO and Executive Director of Sparkle Roll Group; Mr. Zhao Xiaodong, Vice Chairman and Chief Operating Officer of the Board of Sparkle Roll Group; and Ms. Linda Guo, Director, Department of Exhibition and Communication of Sparkle Roll, and Vice Chairman and Executive Secretary General of the 2014 SR Luxfo Organizing Committee participated in the charity dinner. Two charitable foundations, management of Sparkle Roll Group and charitable elites witnessed the great moment of "we would make the world a better place with the love from everyone". In addition to the world's celebrities, Ms. Yu Wenxia, Miss World 2012 also participated in the Charity Night.

At the same time, the SR Luxfo had the following auction items to raise fund at the Charity Dinner. These items included jewelries and watches, famous paintings, wines, and other artworks, collectibles and treasures of different eras such as Star of Africa of Royal Asscher, GrandCliff Pure of Pierre DeRoche, the collection of paintings of Mr. Huang Yue namely "White Lotus", the full volume of handmade paper-cut quality scrolls collection namely "Along the River During the Qingming Festival", signature edition set of Jackie Chan's Maotai Series, leather carving art namely "Shui Yue Kwan-yin" of Tokomys and classic cup set of Hungarian Ajka Crystal, etc. In the form of auction, charitable elites were gathered to spread positive energy of the brand culture, enjoy the luxurious feast, sow the seeds of good deeds, accept the baptism of heart, shape the world of love and contribute the society with love. At the end of the Charity Dinner, most of the auction items were successfully pledged.