

# LARRY JEWELRY

## SINGAPORE • HONG KONG

### THE MARKET

Two decades ago jewellery was an investment. Now it is a lifestyle statement, a projection of status. Reasons for the growth of the designer jewellery industry are many. Faced with the myriad needs of working women, jewellery worn by ladies has to match their job profiles, moods and occasions.

Indeed, the jewellery industry has evolved in many ways. It has emerged out of the conservative confines of old traditional goldsmiths where illiterate artisans worked on rudimentary machines and outmoded designs passed down the generations with marginal variations. The jewellery trade is now an established sector. Technical facilities, state-of-the-art workbenches, imported machines, professional designers and shifting consumer demand have made a substantial difference to the industry.

The challenge Larry Jewelry and the industry face is to meet the increasingly sophisticated tastes of consumers and constantly satisfy customers, who demand and expect more uniqueness and intricacy in jewellery designs. Larry Jewelry continually seeks new talents to meet customer's expectations.



Larry Jewelry represents a legacy of style, quality and craftsmanship that it is committed to preserving. The exclusivity and identity of each masterpiece is rigorously guarded and designers and craftsmen are constantly challenged to keep the heritage of design alive through a continual process of reinvention and innovation. No wonder Larry Jewelry has been an undisputed leader in jewellery design for the past 29 years.

### ACHIEVEMENTS

Fads come and go, but the allure of diamonds seems perennial. Diamonds' magical grip on every individual's psyche is well represented by the skilful renderings of master craftsmen at Larry Jewelry.

Larry Jewelry is internationally recognised by an astonishing array of design awards and by a growing legion of admirers and collectors. It is

held in high repute as the master in jewellery design and gem setting technique. Throughout Larry Jewelry's existence, it has received the highest awards bestowed by the jewellery industry.

The year 2001 marked an important milestone in the company's history. The numerous international and national awards that it won that year in Hong Kong and Singapore attest to its standing in the jewellery industry. In 2001, It was branded a National Model Company in Singapore by the Productivity and Standards Board for high work performance standards. In that similar year, the Singapore Tourism Board (STB) conferred Larry Jewelry the Tourism Host Award 2001 (Retail Category). Larry Jewelry also won the Singapore Courtesy Gold Award 2001 and is a pioneer member of the Singapore Gold Award presented by the STB.

By being the first winner of the De Beers Diamond International Awards for Singapore, Larry Jewelry placed Singapore on the world map for fine diamonds and craftsmanship for the first time. It has also won awards for outstanding designs, which include the Best Craftsmanship Award - Diamond Exchange of Singapore, Best Design Award - Diamond Exchange of Singapore, the Southeast Asia Design Award, South Sea Pearl Gold Award in 2001 (Brooch Category), and the Bronze Award in 2003 (Ring Category).

### HISTORY

In 1930, Mr Chan Chung Yan started a goldsmith shop in Indonesia and his sons adopted the meticulous skill of jewellery making. Recognising the potential of the jewellery industry, and imbued with a passion for jewellery making, the eldest son, Mr Larry Chan advanced his father's dream and set up the first Larry Jewelry store in Hong Kong in 1965. Ten years later, the operation was expanded to Singapore. The first Larry Jewelry store opened its doors in Singapore in 1975 at Orchard Towers. It had branches at Peninsula Plaza, Raffles City and finally settled in Ngee Ann City and Paragon.



Since then, the vision of the Larry company has not been shaken. It is always focused on providing high-quality jewellery and service to its customers and being the trendsetter in jewellery design. Now, Larry Jewelry is the sole distributor of Lazare Diamonds in Singapore, Brunei and Indonesia, and the sole distributor of Bellataire Diamonds in Singapore. It is also a leader in fine quality diamonds and gems in Southeast Asia, serving an average of 15,000 customers in Singapore and the region.

### THE PRODUCT

The most exquisite jewellery in the world lies at the heart of Larry Jewelry. With an enviable reputation for its Lazare Diamonds, beautiful South Sea Pearls and exquisite Bellataire Diamonds, Larry Jewelry is one of Singapore's pioneer jewellery companies, and remains a market leader in the design and manufacturing of precious jewellery.

Larry Jewelry sources only the best gemstones and diamonds, and all jewellery pieces are handcrafted by master craftsmen. High standards of quality are maintained stringently throughout the entire production process. At any one time, to maintain the exclusivity and exquisiteness of its pieces, the showrooms carry not more than three pieces of the same design. New designs are introduced every month, keeping the company at the forefront of market trends.

Lazare Diamonds are known as the "world's

most beautiful diamonds" because of their ideally cut proportions and precision that make them incomparably brilliant and sparkling. Larry Jewelry has also made Singapore the first country in Asia to introduce the Bellataire diamond, which is an exceptionally pure and rare class of gemstone. Less than one percent of diamonds in the world qualify to bear the Bellataire trademark.

Besides carrying the famous IO SI of Italian-branded jewellery and Wallace Chan creations of carved gems, Larry Jewelry has its own in-house designers. Its jewellery designers are amongst the most talented in the country. These designers are well informed of market demand and, in turn, train the sales personnel at the Larry boutiques so that they can provide professional attention and advice to customers. For customised requests, the sales personnel channel customers' feedback on their personal tastes and preferences to the designers.

Furthermore, Larry Jewelry's designs are often a rarity, with not more than three pieces of a similar design being created. Larry Jewelry only sells quality diamonds and gems that have good proportion, colour, clarity, cut and are certified by reputable international gem laboratories such as GIA. Customers trust Larry because of its uncompromising stand on quality.



#### RECENT DEVELOPMENTS

The heritage of Larry Jewelry is rooted deep in the knowledge, experience and history of the jewellery industry. In consequence, it has the confidence and expertise to move forward boldly and decisively. This assurance is bolstered by the wealth of creative talent that Larry Jewelry has accumulated and the substantial investment that has been made in staff training and building brand awareness.

Being aware of a shortage of jewellery designers in Singapore and recognising design as a critical success factor, Larry Jewelry has been actively creating awareness of jewellery designs among the public. In the past three years, it sponsored the RCSE Jewellery Design Competition. This competition has served as a launch pad to uncover budding design talent. Through this competition, students had the opportunity to apply their design skills in the jewellery market under the guidance of leading

industry professionals. Larry Jewelry helped the finalists refine their designs by providing tips and valuable advice. The five most outstanding designs were translated into jewellery pieces and marketed alongside works by professional designers at the Larry boutiques.

#### PROMOTION

Larry Jewelry believes in personalised marketing. It seeks to build closer relationship with customers through private events.



The Larry Splendour is one such exhibition held annually for invited guests to review the latest jewellery collection. Larry's also holds its year-end promotions in November and December. These annual sales are publicised in various print media and all customers receive enticing discounts during these

seasons. Larry Jewelry also does direct mailing to inform customers of new products and events. This also reinforces the personalised relationship the company has with its customers.

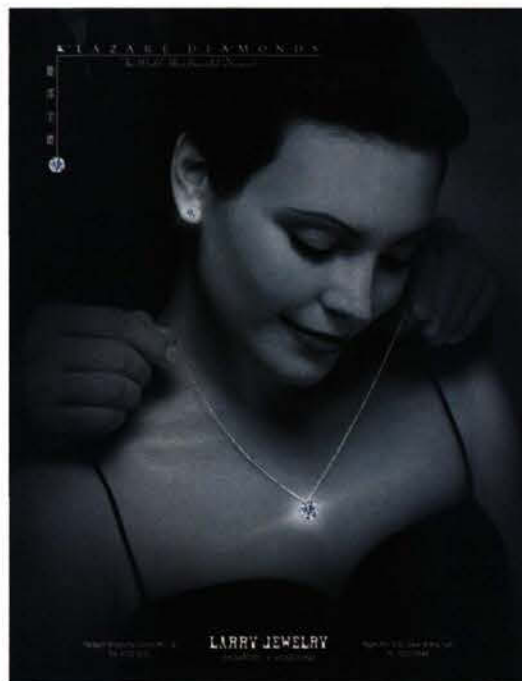
In order to reward loyal customers, Larry Jewelry introduced a privilege Larry's Card that entitles members to exclusive benefits, such as special discounts, as well as complimentary inspection and cleaning services for all Larry Jewelry pieces. Membership is by invitation only.

Larry's Card members are also treated to exclusive events such as previews of new jewellery collections, get-togethers at Larry's boutiques during new product launches, an exhibition/gala dinner cum fashion show, and even a time with overseas designers and scientists.

The friendly relationship that Larry has with its customers explains why it does not need to engage in heavy marketing programmes to sell its products. It has a history of credibility and honesty that compels trust from its customers.

#### BRAND VALUES

With its innate artistic sense, reinforced by a master jeweller's skill, every piece of jewellery by Larry is timeless, distinctive and incomparably



elegant. Larry Jewelry embraces design as a critical design success factor and ensures that each masterpiece is a combination of expert craftsmanship with trend-setting designs that become the heirlooms of tomorrow.

Beyond its flawless craftsmanship, Larry's zealous pursuit of excellence is evident in three other areas: business practices, quality and customer service. Larry Jewelry believes in treating all customers fairly. It adheres to the Fair Value Pricing Scheme and prices its jewellery pieces at reasonable rates. In this way, Larry Jewelry exhibits integrity and honesty towards its customers.

The company also ensures excellence of customer service by holding regular staff meetings which provide management with customer feedback. It is this branding strategy that tags excellence to the Larry name, resulting in a strongly loyal customer base. Seeing employees as their asset and desiring to render excellent service, Larry Jewelry provides annual training for its staff to increase their product knowledge.



#### THINGS YOU DIDN'T KNOW ABOUT LARRY JEWELRY

- Larry Jewelry was the first to present the very rare Chameleon diamond (which changes colour according to the light and temperature) to Singapore in 1983. It also introduced the radiant cut diamond in 1980
- During Mr Charles Chan's youth, he learned the art of jewellery making with his father during an intensive period of training at home and in the company workshop
- There was once a request for Larry Jewelry to create a divorce ring