

珠寶行業營商環境 -

闡述宏觀營商環境因素如何影響
珠寶行業營商決定

羅志平 Noel LO

Accomplishment 成就

美國哈佛商學院**全球領導力證書**

英國龍比亞大學**工商管理理學碩士 (領導及創新)**

香港理工大學**美術及設計教育 (榮譽) 文學士**

香港大學專業進修學院**行政人員文憑 (珠寶營銷及管理)**

香港大學專業進修學院**專業侍酒師及酒類營銷 (高級) 證書**

香港沙田工業學院**設計文憑 (玩具/珠寶)**

美國寶石研究院認證 (專業珠寶家)

英國侍酒師大師公會認證 (介紹侍酒師)

君譽環球有限公司 - 董事

君譽酒業有限公司 - 董事

BNI 香港 - 高級董事顧問



Greetings from GJAA Committee Members (2016-2018), we are alumni of HKU SPACE Executive Diploma in Jewellery Marketing & Management among 7 generations.

香港大學專業進修學院校友會珠寶及寶石校友會委員會成員 (2016-2018) 是集合了7屆香港大學專業進修學院行政人員文憑(珠寶營銷及管理)之校友。

Our Vision 我們的願景

Through understanding our gem and jewellery industry, to unleash the **highest potential of 10,000** young people aged between 15 and 22 為一萬名年齡介乎十五至二十二歲的年輕人透過了解我們寶石和珠寶行業去釋放他們之最高潛能。

Our Mission 我們的使命

To foster **closer relationship** and promote **further education** & **lifelong learning** among members of the gem & jewellery industry 促進寶石與珠寶行業成員持續終身學習及更密切關係。

Our Value 我們的價值

To Unite, To Serve 團結如珠 服務如寶

林頌華 Ella LAM
會員事務幹事
Membership Officer

王東榮 Tony Wong
業內交流統籌
Coordinator (Professional)

梁裕偉 Joe Leung
公共關係(市場推廣)
Public Relations (Marketing)

Ankur KUMAR
秘書 Secretary

趙詩雅 Venus CHIU
公共關係(設計)
Public Relations (Design)

梁瑞雯博士
Dr. Leung Sui Man, Anita
聯誼活動統籌
Coordinator (Fellow)



王培德 John WANG
副會長 Vice Chairman

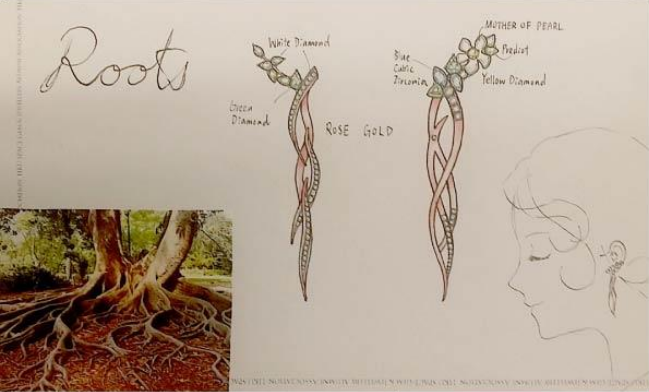
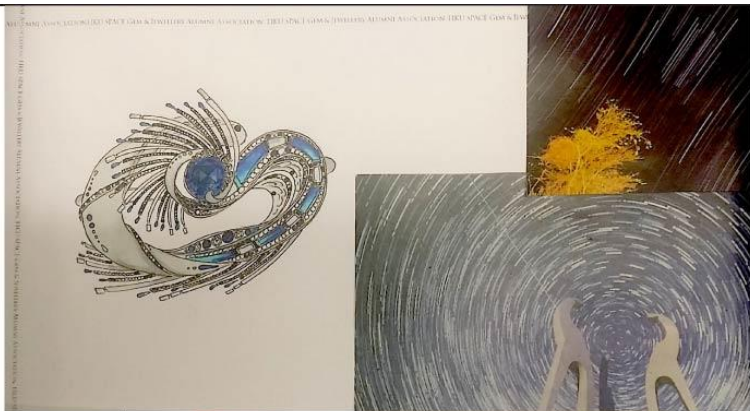
鍾煒霖博士 Dr. William Fong Yan
榮譽顧問 Honorary Advisor

羅志平 LO Chi Ping, Noel
會長 Chairman

陳惠珍 Dora CHAN
副會長 Vice Chairman

梁佩儀 Linda LEUNG
財務幹事 Treasurer

- <https://www.youtube.com/watch?v=w4jfj8KZUmM>



HK Zuri Jewelry Company Limited

品牌
(4) Ltd.

The Secret of Love
維密系列

Royal



出口

第一屆全港中學生珠寶設計比賽得獎作品展

1st Jewellery Design Competition for Hong Kong
Secondary School Students Award Winning Pieces Exhibition



第一屆全港中學生 珠寶設計比賽得獎作品展

1st Jewellery Design Competition
for Hong Kong Secondary School
Students Award Winning Pieces Exhibition



全港中學生珠寶設計比賽得獎作品展
Jewellery Design Competition for Hong Kong
Secondary School Students Award Winning Pieces Exhibition



教育局
商校合作計劃
Education Bureau
Business Schools Partnership Programme (BSP)



珠寶設計比賽得獎作品展
Jewellery Design Competition for Hong Kong
Secondary School Students Award Winning Pieces Exhibition

ESS OFFICE
展覽委員會



Professional Skills
專業技能 (DO)

原始設備製造/生產 (代工)

Original Equipment Manufacturing (O.E.M.)
Manufacture according to specifications provided by customers

O.E.M.

Perseverance 堅持 (LOVE)

自家戰略管理

Own Strategy Management (O.S.M.) Corporate Identity facilitated by Integrity of the brand image

O.S.M.

LIFESTYLE / STRATEGY

Lovemark

怪

Sign

Rationalization of production

HISTORY

古

Product

靈

TECHNOLOGY / TRANSFORMATION

Trademark

O.D.M.

Perspective
視野 (WHAT)

精

Trustmark

Commodity

Original Design Manufacturing (O.D.M.) Provide designs for customers selection and manufacture for customers
原創設計製造/生產

自家品牌管理

Own Brand Management (O.B.M.) Design and manufacture own brand products

Passion 熱情 (YOU)

O.B.M.

BRANDING

4P's of Jewellery Industry Overview

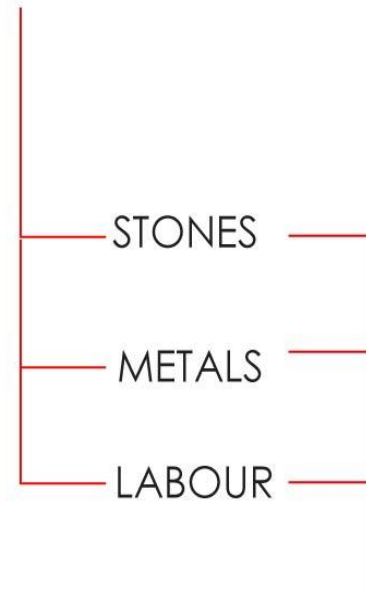
- O.E.M. – DO 古 (Professional Skills)
- O.D.M. – WHAT 靈 (Perspective)
- O.B.M. – YOU 精 (Passion)
- O.S.M. – LOVE 怪 (Perseverance)

As a result, \$ WILL FOLLOW ([Marsha Sinetar](#))

Do What You Love in the
Service of People Who
Love What You Do

(Steve Farber)

Components of Jewellery



Production Cost of a Jewellery



PROFIT



SELLING PRICE

METALS



GOLD

$$(24k) = 999.9 \text{ pure gold} = \frac{24}{24} = \frac{1000}{1000}$$

$$(18k) = 750 \text{ pure gold} = \frac{18}{24} = \frac{750}{1000}$$

$$(14k) = 585 \text{ pure gold} = \frac{14}{24} = \frac{585}{1000}$$

+alloy (silver) = 18 karat white gold

+alloy (brass) = 18 karat yellow gold

+alloy (copper) = 18 karat rose gold

+alloy (silver) = 14 karat white gold

+alloy (brass) = 14 karat yellow gold

+alloy (copper) = 14 karat rose gold



PLATINUM

ONLY OVER $\frac{900}{1000}$ CAN CALL PLATINUM

$$\text{PLATINUM 900} = \frac{900}{1000}$$

$$\text{PLATINUM 950} = \frac{950}{1000}$$



LABOUR

RATIONALIZATION OF PRODUCTION

Wax Model



Lost Wax Casting



Sampling

Stone Setting

Polishing

There are mainly five types of setting:

Buff

Electrolysis



a **Closed**



and **Channel**



a **Prong / Claw**



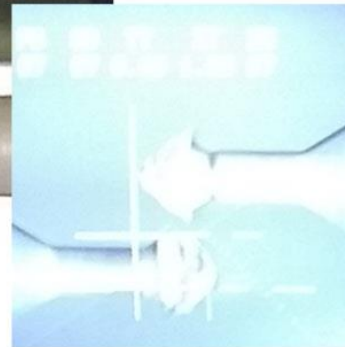
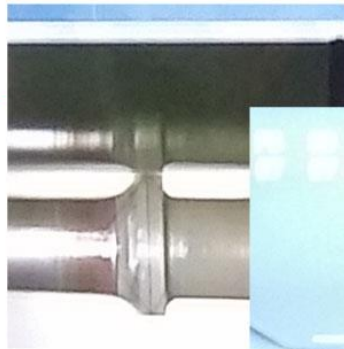
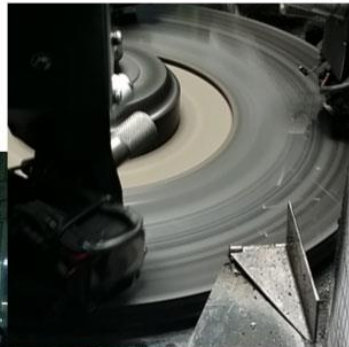
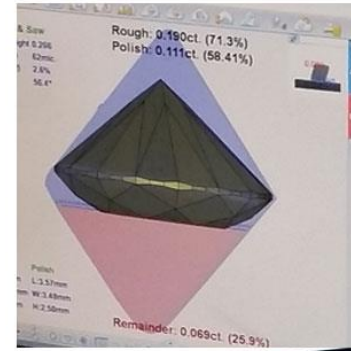
, **Pave**



and an **Invisible** setting

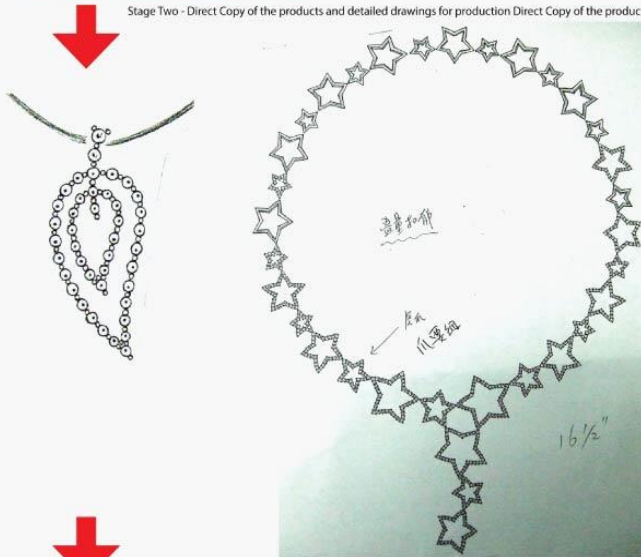


LABOUR

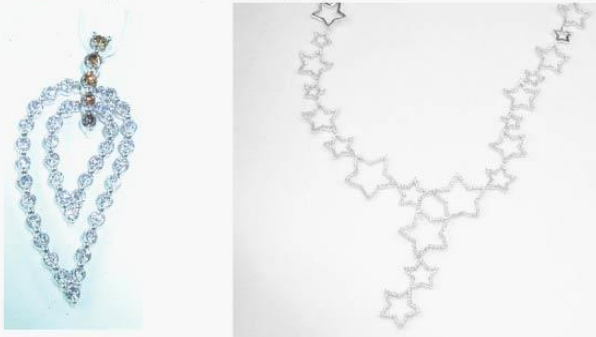




Stage Two - Direct Copy of the products and detailed drawings for production Direct Copy of the products



Stage Three - Finished product for selling at the exhibition



To criticize direct copy from others

S.W.O.T. Analysis on Copycat and Me-too products

	STAGE ONE	STAGE TWO	STAGE THREE
	Looking for styles in Jewellery Magazine / Websites	Direct Copy of the products by detailed drawing	Finished product for selling at the exhibition
STRENGTH	easy to find and access	Fast, Lower design cost	Fast, Lower design cost
WEAKNESS	restricted in the field of jewellery Only	Lack of Originality and Uniqueness	Trend Follower
OPPORTUNITY	can be inspired by other the field, e.g. Nature, Fashion, Architecture, etc.	referencing on the spirit on the jewellery but not copy directly	causing price competition
THREAT	easy to have same style	violating the copyright	Product without self-image

A SUCCESSFUL JEWELLERY DESIGNER NEEDS TO KNOW....

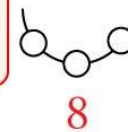
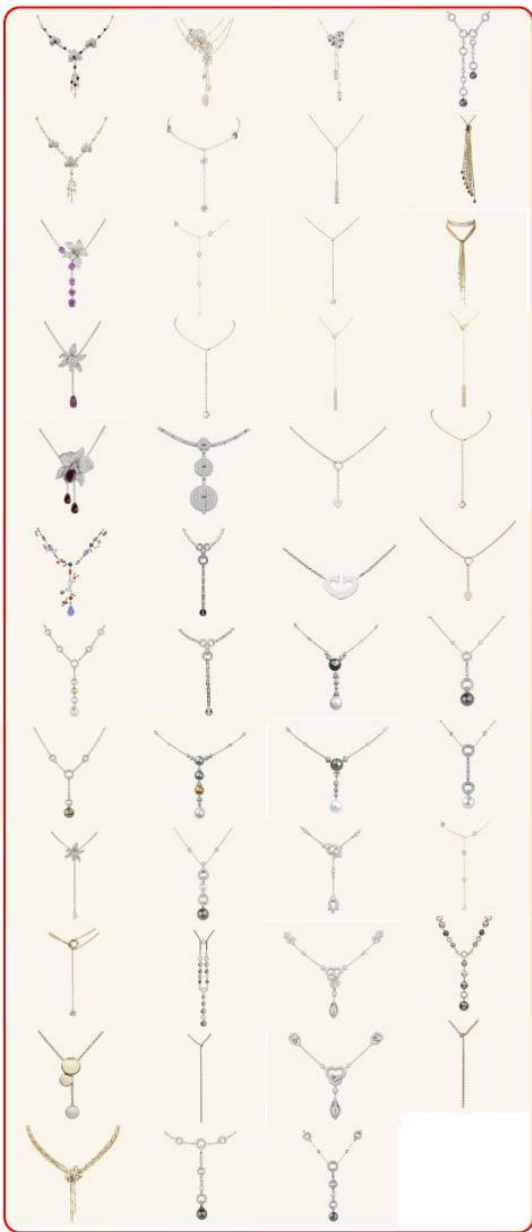


Cartier

- Cartier (Jewellers Since 1847):
<http://youtu.be/CRwIFh4gUkc>



SHAPE



After a **quantitative research**, I have find that the **Y-shape** necklaces are the **highest** among the **six** shapes from 123 designs.

STONE

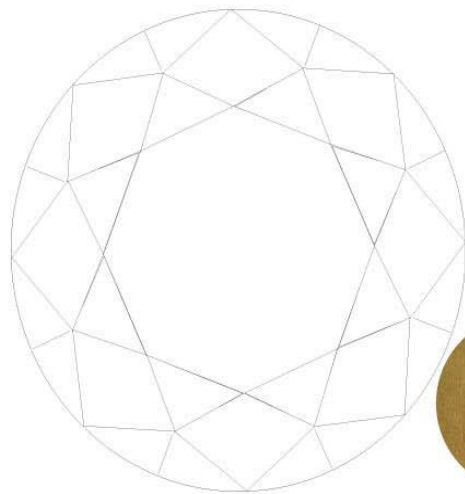
	DIAMOND				COLOR STONE			SEMI PRECIOUS STONE														OTHER	NONE			
	Diamond	Pink Diamond	Yellow Diamond	Briolette-cut Diamond	All Color Sapphire	Ruby	Emerald	Pearl	Aquamarine	Amethyst	Rubellite	Tsavorite	Coral	Tourmaline	Garnet	Cordierite	Blue Chalcedony	Moonstone	Onyx	Citrine	M.O.P.	Peridot		Beryl	Turquoise	Black Lacquer
	✓						✓												✓							
	✓						✓												✓							
	✓						✓												✓							
	✓						✓												✓						✓	
	✓						✓												✓							
	✓						✓												✓							
	✓						✓												✓							
	✓						✓												✓							
SUB-TOTAL	9						8												9						1	

SOURCE: www.cartier.com (COLLECTIONS → Jewelry → Categories → NECKLACES/PENDANTS → page 1)

	DIAMOND				COLOR STONE			SEMI PRECIOUS STONE														OTHER	NONE			
	Diamond	Pink Diamond	Yellow Diamond	Briolette-cut Diamond	All Color Sapphire	Ruby	Emerald	Pearl	Aquamarine	Amethyst	Rubellite	Tsavorite	Coral	Tourmaline	Garnet	Cordierite	Blue Chalcedony	Moonstone	Onyx	Citrine	M.O.P.	Peridot		Beryl	Turquoise	Black Lacquer
																										✓
																										✓
																										✓
																										✓
																										✓
																										✓
																										✓
																										✓
	✓		✓	✓																						
SUB-TOTAL	1		1	1																						8

SOURCE: www.cartier.com (COLLECTIONS → Jewelry → Categories → NECKLACES/PENDANTS → page 2)

STONE



Diamond

$\frac{88}{123}$

NONE
(plain gold)

$\frac{32}{123}$

Pearl

$\frac{17}{123}$

Onyx

$\frac{15}{123}$

Emerald

$\frac{8}{123}$

Ruby

$\frac{7}{123}$

Amethyst

$\frac{6}{123}$

$\frac{4}{123}$

$\frac{3}{123}$

$\frac{2}{123}$

$\frac{1}{123}$

All Color
Sapphire

Turquoise
Moonstone

Blue
Chalcedony

Tourmaline

Rubellite

Cordierite

Yellow
Diamond

Aquamarine

M.O.P.

Garnet

Tsavorite

Peridot

Beryl

Black

Lacquer

Coral

Citrine

Briolette-cut

Diamond

Pink

Diamond

In 123 designs. The **Diamond** has the **Highest** rate of employment among the 24 kinds of gemstones.

SETTING

From the designs, I found that there are five main types of setting:

a **Closed** setting



and **Channel** setting



a **Prong / Claw** setting



, **Pave or Bead** setting



and an **Invisible** setting



18 KARAT WHITE GOLD



63

18 KARAT YELLOW GOLD



26

PLATINUM



14

18 KARAT PINK GOLD



8

18 KARAT PINK & WHITE & YELLOW GOLD



8

18KARAT YELLOW & WHITE GOLD



4

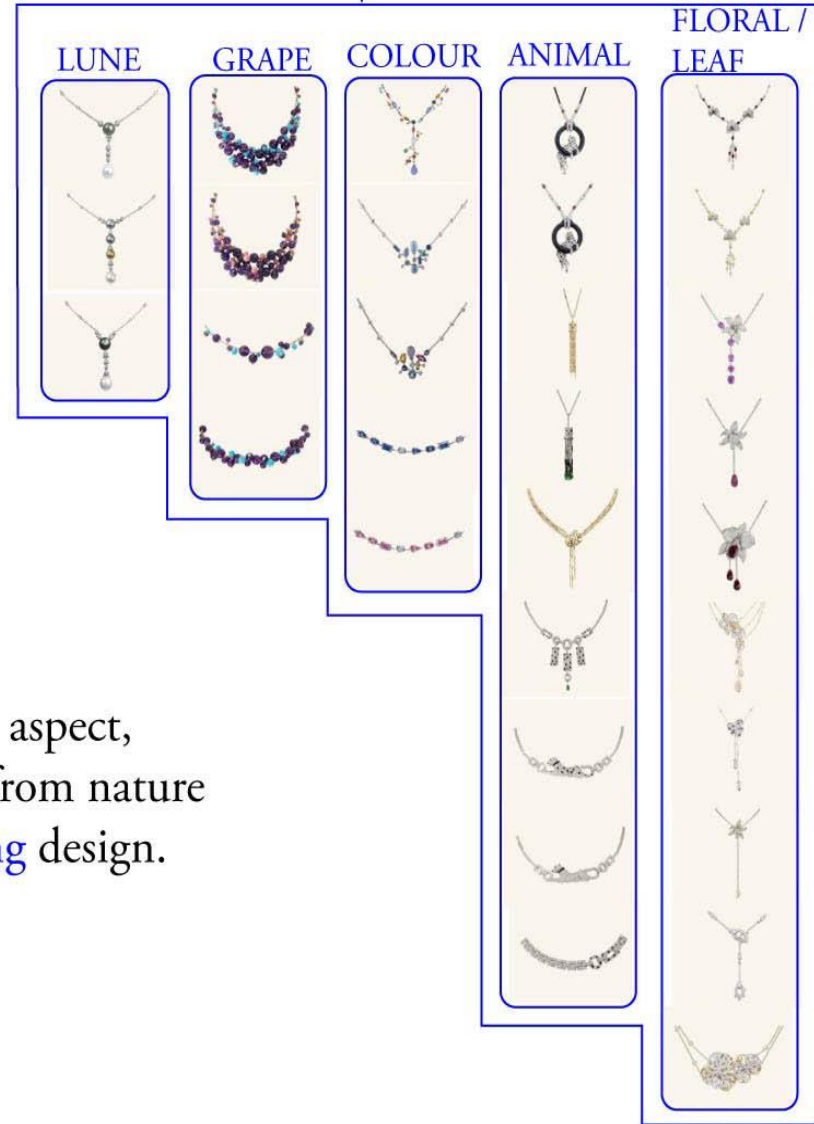
The 18Karat White Gold is the most frequently used precious metal among the 123 designs

Metal

MOTIFS

CULTURE

NATURE



In the themetical aspect, the **Floral motif** from nature is usually **inspiring** design.

CULTURE

GEOMETRIC



LINE



LOVE



HEART



CHINESE ART DECO



TWIST



CLASP



LINK



GARLAND



CROSS



In contrast to Nature, the Culture uses **Geometric** as a motif to **inspire** design.

COMBINATION - the arrangement and mixing of gemstones in the designs are as follows:

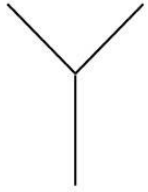


DIAMOND ONLY	42
PLAIN GOLD	32
DIAMOND & SEMI-PRECIOUS STONES	26
DIAMOND, EMERALD & ONYX	8
DIAMOND, RUBY & SEMI-PRECIOUS STONES	6
DIAMOND & SAPPHIRE	2
DIAMOND & COLOUR DIAMOND	2
SEMI-PRECIOUS ONLY	2
DIAMOND & ONYX	1
DIAMOND, COLOUR DIAMOND & SAPPHIRE	1
DIAMOND & RUBY	1

Among the 123 designs, the company paid an **emphasis** on necklaces which only with **diamond**.

That is , for example:

SHAPE



Y-shape

METAL



18Karat White Gold

STONE



Diamond
& Aquamarine

MOTIFS



Geometric

SETTING



Prong / Claw
Setting

COMBINATION

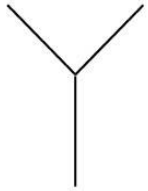
Diamond
&
Semi-Precious Stone

=



Case Study One

SHAPE



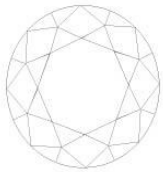
Y-shape

METAL



18Karat White Gold

STONE



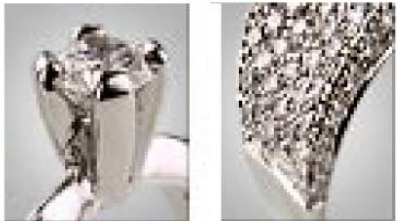
Diamond

MOTIFS



Geometric

SETTING



Prong / Claw Setting Pave / Bead Setting

COMBINATION

Diamond Only

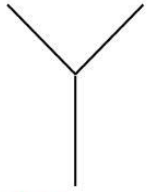
=



Sold at HK\$32,300
in
New York , N.Y.,
U.S.A.

Case Study Two

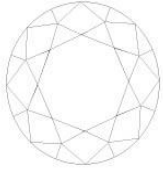
SHAPE



Y-shape



STONE



Diamond



SETTING



Prong / Claw
Setting

METAL



18Karat White Gold



MOTIFS



Floral / Leaf



COMBINATION

Diamond Only



Sold at HK\$28, 000
in
Kowloon, Hong Kong,
China

Case Study Three

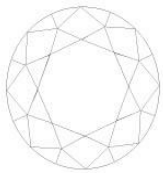
SHAPE



Triangular-shape



STONE



Diamond



SETTING



Prong / Claw
Setting

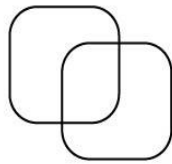
METAL



18Karat White Gold



MOTIFS



Grid



COMBINATION

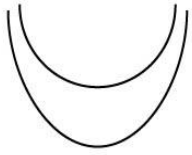
Diamond Only



Sold at HK\$28, 860
in
San Francisco, CA,
U.S.A.

Case Study Four

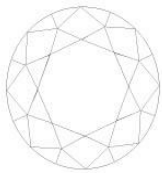
SHAPE



Triangular-shape



STONE



Diamond



SETTING



Prong / Claw
Setting

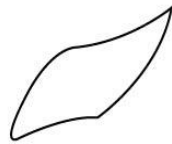
METAL



18Karat White Gold



MOTIFS

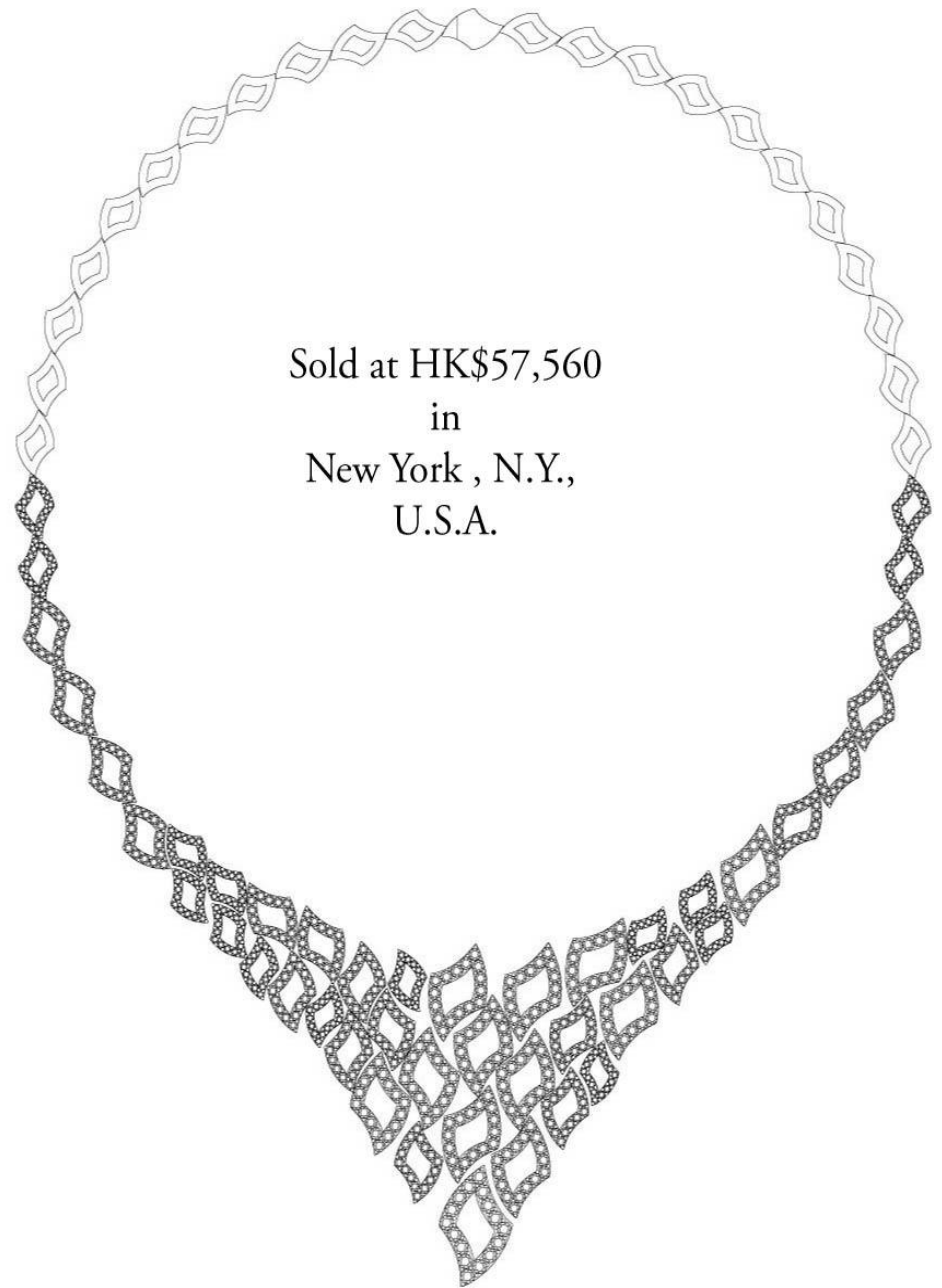


Floral / Leaf



COMBINATION

Diamond Only



Sold at HK\$57,560
in
New York , N.Y.,
U.S.A.



Jewellery Design

Inspired by

Nature

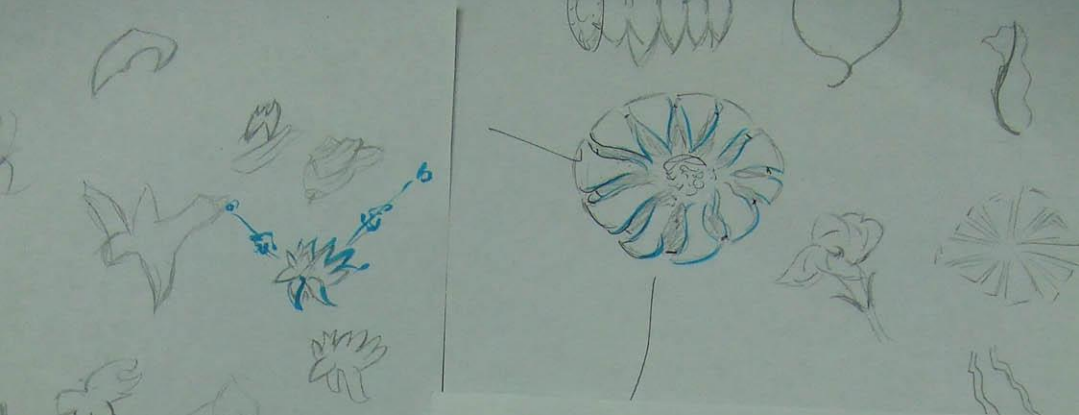






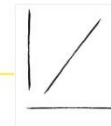






Elements of Jewellery Design

Directional Line - Horizontally transitioned line suggests calmness, vertical suggests balance, oblique suggests movement



Form & Shape - Mechanical Shapes & Geometric Shapes / Organic Shapes

Point, Line, Plane - Stones as point, form & shape as line, metal as plane



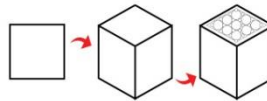
Color - Gemstones (Diamonds, Emerald, Ruby, Sapphire, Pearl, etc) and Precious Metals (Platinum, 24K Pure gold, 18K / 14K White, Yellow and Rose)



Texture - High polished, Matt Finished, Shatin finished, etc



Space - 2D to 3D



Principles of Jewellery Design

Balance - ergonomically balance, no matter radial, symmetry & asymmetrical designs



Gradation - alignment of stones and the hue and saturation of the gemstones

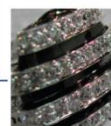


Repetition - repeating element should include a degree of variation

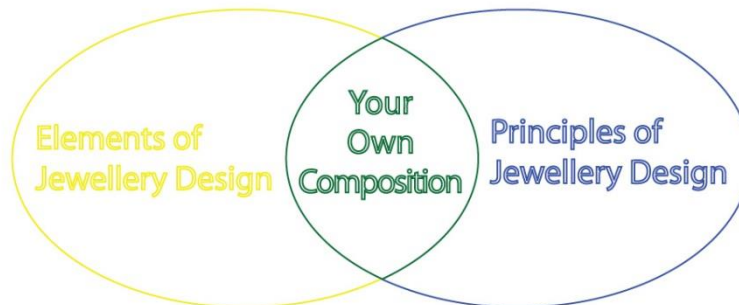
Contrast - opposite colours, e.g. black & white



Harmony - combining similar, related elements, a set with similarity visual linkage

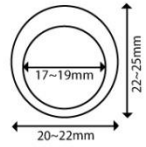


Dominance - dominant of size add interest

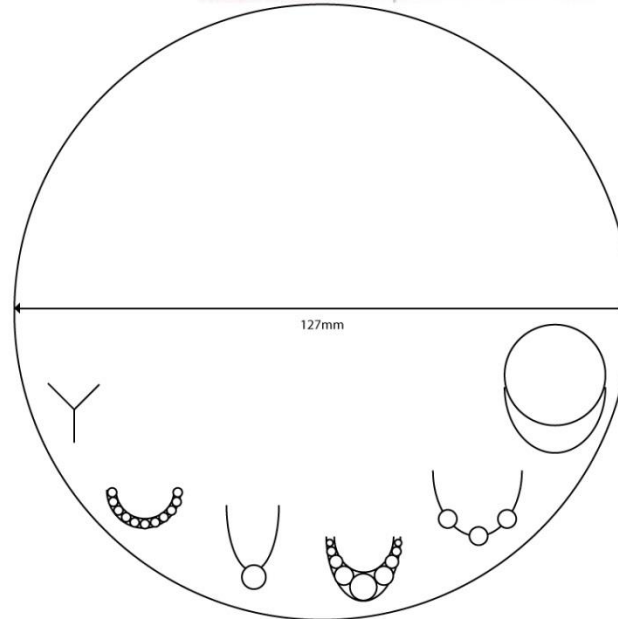


Reference dimension and measurement of jewellery design

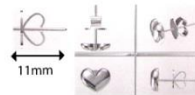
Ring



Necklace



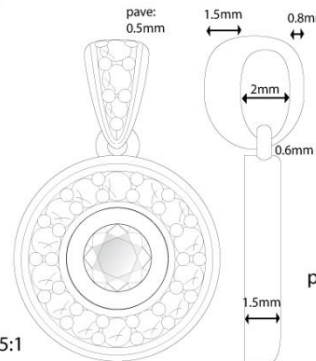
Earrings



Pendant



Scale 5:1



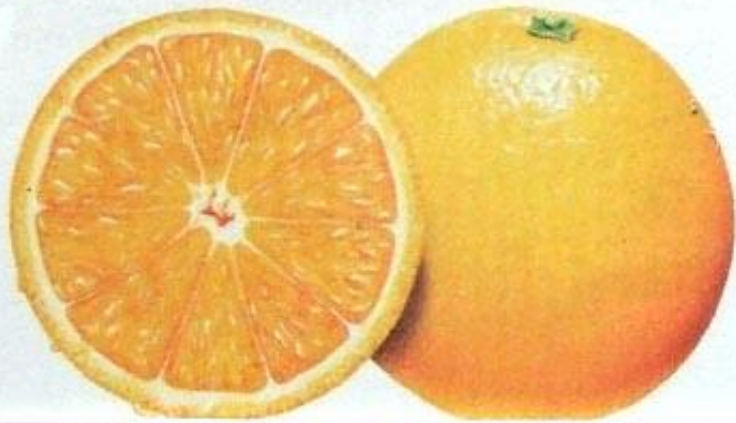
鑽石	直徑 (毫米)
○ 1份	1.3
○ 3份	2.0
○ 5份	2.5
○ 10份	3.0
○ 15份	3.4
○ 20份	3.8
○ 25份	4.1
○ 約33份	4.4
○ 約50份	5.2
○ 約75份	5.9
○ 約100份	6.5

Stone Setting size
 micro-pave: 0.25-0.3mm
 pave: 0.5-0.6mm
 prong: 0.6-0.8mm
 prong for solitaire: 1.0-1.5mm
 channel: 0.8-1.2mm



M. K. ...







Dek

Let's

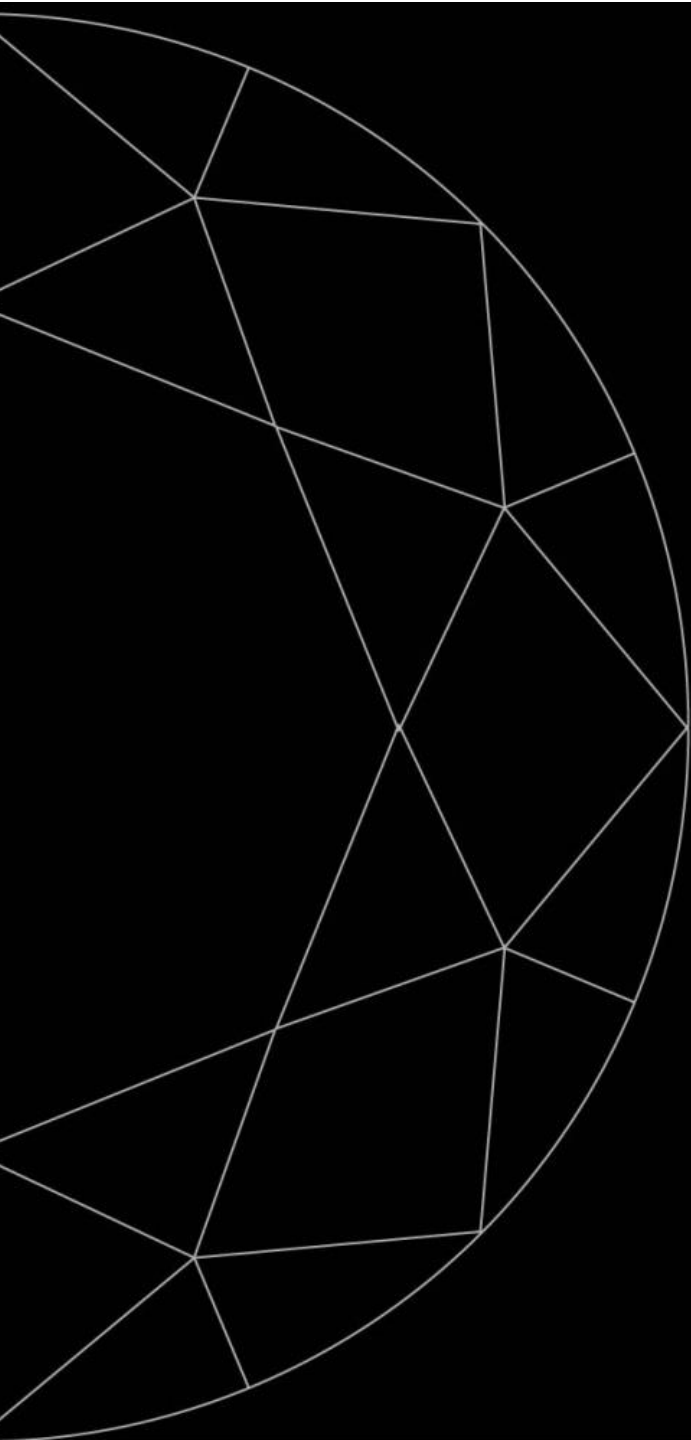
Exploring your

**UNIQUENESS =
ATTRACTIVENESS**

with your perspective

- Tiffany & Co. - 2010 Christmas commercial: <http://youtu.be/NkZaVS0wrl8>

<https://www.interbrand.com/best-brands/best-global-brands/2018/ranking/>



VIBRATO  IN THE SOUL

Inspiration of Our Brand

Wassily Kandinsky (December 16, 1866 – December 13, 1944) was a Russian painter, printmaker and art theorist.

One of the most famous 20th-century artists, he is credited with painting the first modern abstract work.

In “Concerning the spiritual in art, 1911”

“Colour is the keyboard, the eyes are the hammers, the soul is the piano with many strings. The artist is the hand that plays, touching one key or another purposely, to cause vibrations in the soul.”



Over 14 years in the jewellery industry, Mr. Lo Chi Ping think that

An Exceptional piece of Jewellery can cause

“Vibrato in the soul”



Major competitors at different ends

Local Jewellery Shops

- Lower mark-up
- Less design oriented

Global Recognized Brands

- Extreme mark-up
- Strong design focus



Targets middle ground

Brand Elements

CLOSE TO YOU
SENA'S PIANO II
INSTRUMENTAL

Jingle

Brand name

VIBRATO IN THE SOUL LIMITED

VIBRATO IN THE SOUL

Slogan

Logo



Packaging

Symbols



Character

LIFESTYLE

MISTERIOUS

LUXURY BRAND





君譽環球有限公司
HNR Universal Company Limited



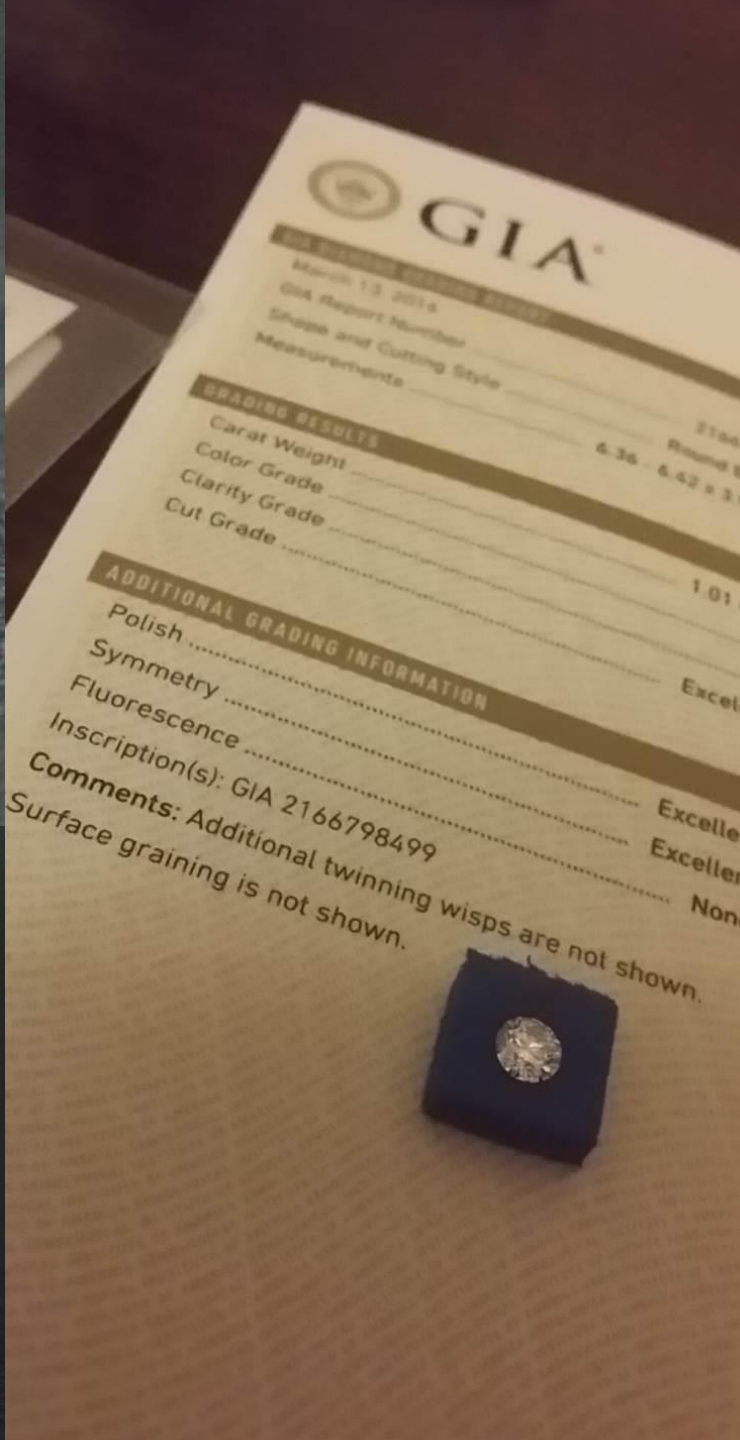
振動 ✨ 心靈



展廳地址 Showroom address:
香港中環安慶台一號安慶大廈九樓B室
Suite 9B, On Hing Building, 1 On Hing Terrace, Central, Hong Kong.
預約及查詢熱線 Enquiry hotline/whatsapp/e-mail/wechat
羅先生 Mr. Noel Lo (852) 93498846/noel@hnr.com.hk/NOELPING



營業時間 (敬請預約) Business hour:
週一至週五上午十至下午六時
(營業時間外、公眾假期或週六、日歡迎預約)
Monday-Friday: 1030 a.m. to 1800 p.m.
(Out of business hour, public holidays, Saturday or Sunday by appointment only)



Eternity

5.8mm



6.8mm



H8

H21

Robert

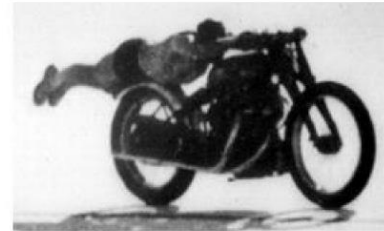
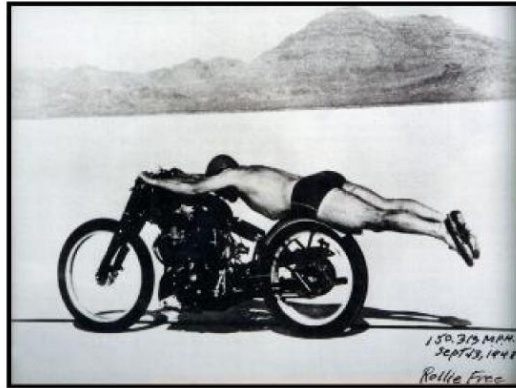
Michelle

Nov 1, 2014

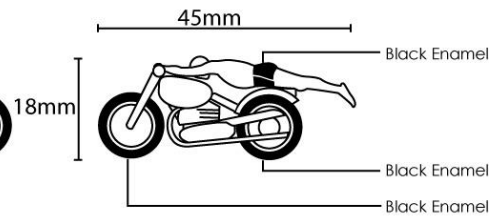
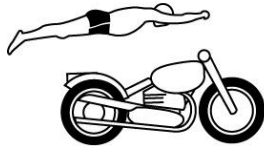
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laser





3-Dimensional



	PRODUCT	PRICE (0.30-1.50ct)	PLACE	PROMOTION
INTERNATIONAL JEWELLERY BRANDS		0.30ct GVS = HK\$ 12,870 0.50ct GVS = HK\$ 22,230 1.00ct GVS = HK\$ 84,240 1.50ct GVS = HK\$ 156,000	USA: 11 stores Europe: 9 stores Middle East: 3 stores Asia: 18 stores	
		1.00ct EVS = HK\$ 120,000 (in Platinum)	USA: 7 stores Others: 10 stores	
		1.78ct GVS = HK\$ 190,000 (in Platinum)	23 stores in China 7 stores in Hong Kong	
		0.50ct IVS = HK\$ 23,400 1.00ct IVS = HK\$ 66,300 1.50ct IVS = HK\$ 128,700	Americas: 86 stores Asia-Pacific: 96 stores Europe: 24 stores	New for Mother's Day Paloma Picasso® 20 Carat pendants with 18 karat gold. 
LOCAL JEWELLERY BRANDS		FOVERMARK Collection 0.50ct GVS = HK\$ 18,000 1.00ct GVS = HK\$ 62,000 1.67ct GSI = HK\$ 101,000	Over 800 outlets in Mainland China, Hong Kong, Macau, Taiwan and Malaysia +ctf2	
		LOVE Diamond 0.33ct GVS = HK\$ 18,400 (in Platinum)	Hong Kong: 37 stores China: 120 stores + emphasis	
		Estrella Diamond 0.50ct GVS = HK\$ 30,000 1.00ct GVS = HK\$ 85,000 1.50ct GVS = HK\$ 180,000	Over 120 boutiques in Mainland China, Hong Kong, Kuala Lumpur and Penang	
		LEO DIAMOND 0.50ct GVS = HK\$ 24,500 1.00ct GVS = HK\$ 107,500	47 stores in Hong Kong	MaBelle Leo Diamond 呈献 珠光宝气  「MaBelle 鑽識」 x tvb.com 網上有獎問答遊戲
		0.50ct GVS = HK\$ 16,250 1.00ct GVS = HK\$ 69,000 1.50ct GVS = HK\$ 160,000	2 stores in Hong Kong	

- How to get into our Jewellery Industry?

B 2 C

- O.B.M. – need to have experience on selling on any retail aspect

Advertising & Promotion, Visual Merchandising,
Customer Relationship Management,
Accounting & Finance

- Study

B 2 B

- O.E.M. – need to craft object when interview
- O.D.M. – need to have vast original portfolio **S**

Sales & Marketing – University Graduates with aggressive and outgoing personality, frequent travel

職位 Post	設計年資 Design Experience	香港 Hong Kong
		薪酬中位數(港元) Median salary (HK\$)
珠寶設計主管 Chief Designer	8年以上 Over 8 years	32,500
	5年至8年 5 to 8 years	30,000
	5年以下 Below 5 years	20,000
珠寶設計師 Designer	4年以上 Over 4 years	22,500
	2年至4年 2 to 4 years	15,000
	2年以下 Below 2 years	12,000
助理珠寶設計師/ 設計修正圖繪畫員 Asst. Jewelry Designer/Draftsman (Detail drawing)	3年以上 Over 3 years	12,000
	2年以上至3年 Over 2 to 3 years	10,000
	1年以上至2年 Over 1 to 2 years	10,000
	1年以下 Below 1 year	7,500

Source: 2007 Report on Jewelry Industry Manpower in HK-PRD, HKJMA

Industry Features

	Manufacturing (Mar 2018)	Exporting (Dec 2017)
No. of Establishments	321	2,280
Employment	2,185	9,160

Source: Quarterly Report of Employment and Vacancies Statistics

Y

The trends of jewellery industry will follow the trends of apparel

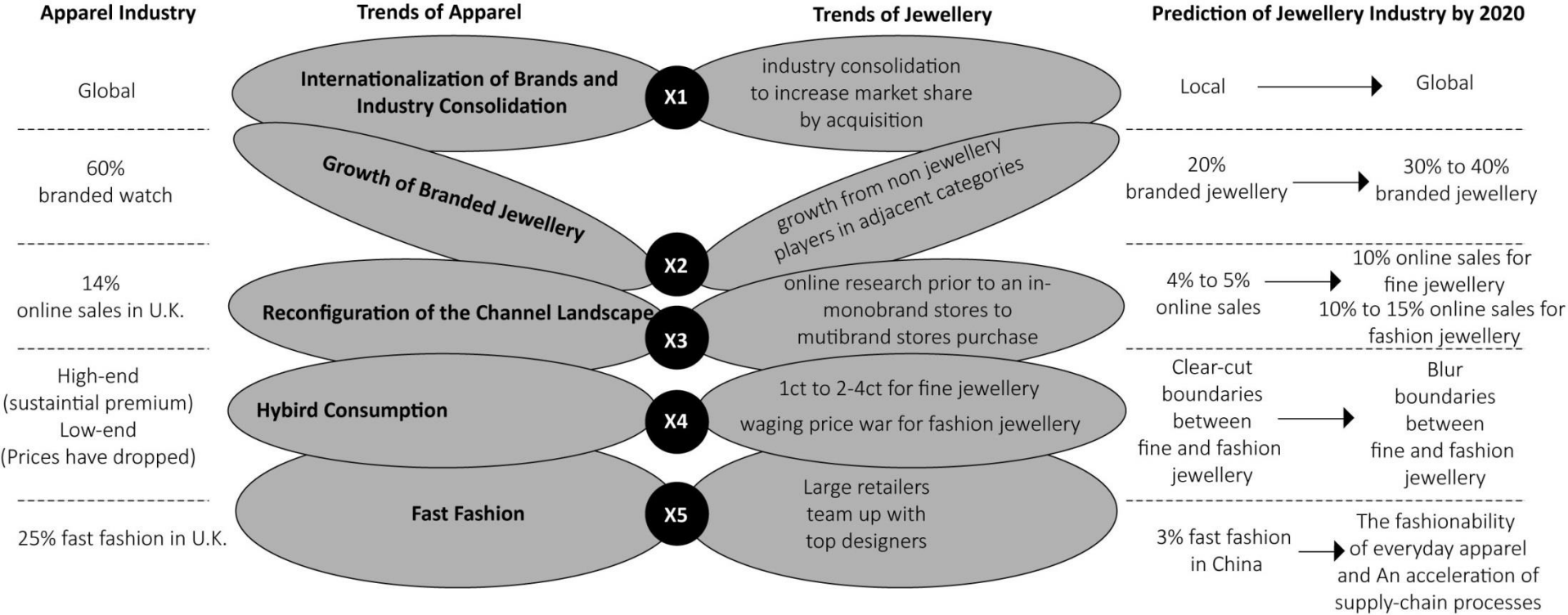


Figure 1: The Illustration on the summary of “A multifaceted future: The jewelry industry in 2020” (Dauriz et al, 2014)

2-4-6 theory

C.O.D.?

LEARN More to **EARN** More

Q & A
Emotional Feeling Sharing