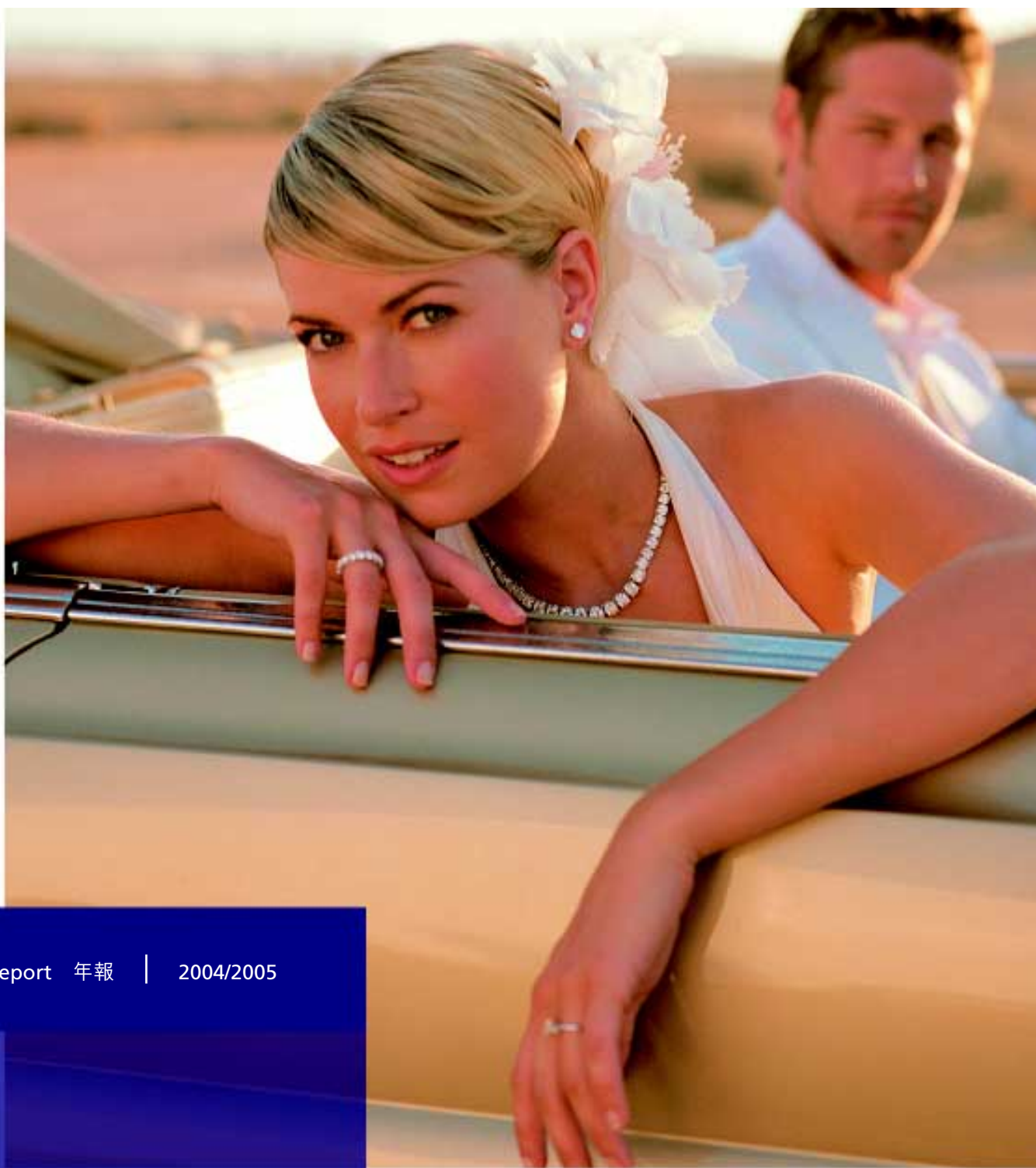




Tse Sui Luen Jewellery (International) Limited
謝瑞麟珠寶(國際)有限公司

(Incorporated in Bermuda with limited liability)
(於百慕達註冊成立之有限公司)





TSL's feature campaign in 2005 has brought about a brilliant assortment of new images to enrich our stores across China and Hong Kong. We aim to revitalize and strengthen TSL's image of quality, craftsmanship and beauty through this new campaign.

(Cover) "My Love" campaign, featured wedding couple driving in the desert.

(Inside Cover) To capture these beautiful photographs, TSL traveled to a desert in the United States. We wanted a very natural setting to reflect how a diamond in itself is natural; a piece of nature, rare, unique and beautiful. TSL is striving to complement these attributes through its jewellery designs and refreshing approach in the marketplace.

在2005年，TSL | 謝瑞麟於中港等地的形象推廣，展示了一系列耳目一新的風格，旨在強化及為品牌重新定位，並帶出追求卓越、精湛工藝及尋求美學的方向。

(封面) 封面上的形象照片是以一對新婚夫婦駕駛著花車橫越於沙漠中，以My Love為主題，展開了TSL 2005年的全新宣傳攻勢。

(封面內頁) TSL的全新形象照片在美國沙漠取景，以一片極富大自然氣息為背景去表達鑽石的天然特質，一顆天然、彌足珍貴、獨特及漂亮的美鑽；也同時顯示TSL如何在其珠寶設計及市場營銷手法上相互配合。

