

**TASAKI Bridal Fair 'SAKURA Celebration'**  
**to commence on Friday, March 17**

-TASAKI: Japan's only Diamond Sightholder-

TASAKI (TASAKI & Co., Ltd.; Kobe Headquarter Office: 6-3-2 Minatojima Nakamachi, Chuo-ku, Kobe; Tokyo Headquarter Office: 5-7-5 Ginza, Chuo-ku, Tokyo; Board Director & CEO: Toshikazu TAJIMA) is to hold a TASAKI Bridal Fair entitled 'SAKURA Celebration' at its stores in Japan from Friday, March 17 to Sunday, March 26, 2017. To coincide with the fair, TASAKI will be launching a new engagement ring in SAKURAGOLD™, TASAKI's original pale pink gold inspired by the sakura cherry blossom. Available at TASAKI stores in Japan, the new PIACERE ring in SAKURAGOLD™ is extremely popular for its ultimately simple designs that showcase the pure brilliance of the TASAKI diamond. Named after the Italian word for 'pleasure', this latest piece from the PIACERE series radiates with warmth, created in the gorgeous, elegant shade of SAKURAGOLD™ which was developed in the image of the cherry blossom mirroring its soft hues of pink on white.

As well as new pieces, the fair will present TASAKI's three representative engagement ring designs – the "PIACERE", "BRILLANTE", and "bound" – alongside a wide variety of TASAKI's bridal jewellery collection designed with its high creativity and quality that showcases TASAKI diamonds with their exceptionally pure sparkle.

During the Bridal Fair, for customers who purchase bridal jewellery at any one of TASAKI stores which holds bridal fair as well as for customers who view our bridal jewellery through 'visit reservation system' on Ginza Flagship Store bridal website ([www.tasaki.co.jp/ginzabridal](http://www.tasaki.co.jp/ginzabridal)) or TASAKI's official website ([www.tasaki.co.jp](http://www.tasaki.co.jp)), some special benefit will be offered.

The focus of the fair is on SAKURAGOLD™, and during this fair, customers will also have the opportunity to enjoy Sakura-themed drinks and the like on the bridal floor of the TASAKI Ginza Flagship Store.

The TASAKI Bridal Fair 'SAKURA Celebration' will give the customers an insight into the world of TASAKI's bridal jewellery.



PIACERE engagement ring in TASAKI's SAKURAGOLD™

© TASAKI

Press Contact: Tanaka, Sugiyama, Senda / TASAKI Communication Dept. AD/ PR  
Tel: 03-3289-1184 E-mail: [communicationdpt@tasaki.co.jp](mailto:communicationdpt@tasaki.co.jp)

TASAKI Customer Service: 0120-111-446

(Please use this number when providing information about TASAKI to your readers/viewers.)