

August 2, 2017

**Event to Commemorate the Launch of the "TASAKI x Land of the Lustrous"
Jewellery Collection Held at the Stage, 1st Floor,
Main Building of Isetan Shinjuku**

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) will hold the event to commemorate the launch of "TASAKI x Land of the Lustrous," jewellery collection, which is created by TASAKI as the collaboration with the TV animation "Land of the Lustrous" (scheduled to be broadcast from October 2017) at The Stage on the 1st floor of Isetan Shinjuku department store's main building from Wednesday, August 2nd to Tuesday, August 8th 2017.

Together with this event, making use of all the display windows on the 1st floor of Isetan Shinjuku department store's main building, a special display expressing the world view of "Land of the Lustrous" will be presented from Wednesday, August 2nd to Monday, August 21st. The original work "Land of the Lustrous" by manga artist Haruko Ichikawa (serialized in Kodansha's *Afternoon* magazine) depicts the Earth of the distant future, where various gems grow and develop while fighting enemies that try to capture them. Vividly depicting these gems as characters full of unique individuality, "Land of the Lustrous" is a work that allows us to savor the fascination of jewellery from a new angle.

Inspired by the world of "Land of the Lustrous," TASAKI will launch 27 new variations of necklace which express the images of the characters. Designed with TASAKI's iconic jewellery "balance", they combine lustrous pearls with diamonds and other gems with various colours. The lineup includes three items with round brilliant cut Diamonds set in different kinds of base metal, rough Diamond items, and designs featuring Yellow and Black coloured Diamonds. The colour stones include very rare gems such as Phosphophyllite, and gems of various colors, such as Alexandrite, Red Beryl, Hemimorphite, Padparadscha Sapphire, Bicolour Tourmaline, and Rutilated Quartz.

For visitors who purchase items in this collection during the event, we have prepared a special tabloid which includes Haruko Ichikawa's special illustration and an original tote bag (both available only in limited numbers).

We hope you will visit the event and savor this profound world of gems sublimated into a brilliant lineup of fashion jewellery through the collaboration between TASAKI and "Land of the Lustrous."

TASAKI



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Phosphophyllite necklace (18K White Gold, South Sea Pearl (white) Phosphophyllite) ¥3,000,000 (tax excluded)



Diamond necklace (18K SAKURAGOLD™, Akoya Pearls, Diamond, [chain only 18K Pink Gold]) ¥180,000 (tax excluded)

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TV animation "Land of the Lustrous" website: <http://land-of-the-lustrous.com>