

TASAKI Bridal Fair to commence on Thursday, August 10

- 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 the "TASAKI Bridal Fair" at selected stores across Japan from Thursday, August 10th to Sunday, August 27th.

Three new bridal jewellery series with the theme of "ricordi", meaning "memory" or "anniversary", will appear at the fair. The first series, "TRAPEZIO" is engagement rings featuring a princess-cut diamond and marriage rings with diamond-motif design that offers a refined impression. Meanwhile, "VALLE" uses deep triangle-motif facets and a trilliant-cut diamond to create an edgy and modern design. Finally, "ECLISSE" brings an image of a life lived happily every day, in a design of opposing half-moon forms reminiscent of the phases of the moon. The addition of these rings, whose carvings seem to symbolize the many happy memories carved into the hearts of a couple living their lives together, further enrich TASAKI's bridal collection lineup.

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) or TASAKI's official website (www.tasaki.co.jp), some special benefit will be offered.

TASAKI is the only company in Japan to have been awarded Sightholder certification that allows us to procure rough diamonds directly from the De Beers Group, and is one of the few jewellery brands to handle each and every step of the jewellery production process from cutting and polishing the rough diamonds, through to jewellery creation and sales.

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



New bridal rings with the theme of "ricordi" ©TASAKI

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