

TASAKI Timeless Christmas 2016 'Pearly Star' Promotion
Opening Friday, November 11

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) the jeweller continuing to evolve with the two major elements of the pearls and the diamonds, will be holding a Christmas promotion entitled "TASAKI Timeless Christmas 2016 'Pearly Star'" from Friday November 11 to Sunday, December 25, 2016 at TASAKI stores in Japan including TASAKI Ginza Flagship Store.

"TASAKI Timeless Christmas 2016 'Pearly Star'" will present pieces that express the holiday mood of a TASAKI Christmas. The designs by TASAKI's Creative Director Thakoon Panichgul epitomise the gleam of the stars sparkling in the night sky: the cute 'comet' series brim with playful spirit encapsulating the comet as it adorns the night sky, while the stylish 'abstract star' designs are akin to modern art in their abstract style. TASAKI will launch new pieces from the 'comet' series at the start of the promotional period (Friday, November 11), and present a wide variation of pearl and diamond jewellery to rouse the Christmas mood.

TASAKI Ginza Flagship Store will house a special display, including an installation inspired by sparkling stars. The work incorporates around 30,000 pearls, one of TASAKI's two signature elements. The store façade will also be illuminated in Christmas red, and for the month of December (from Friday to Sunday and on national holidays during the promotional period) customers will be able to enjoy specially-made sweets and drinks on 4th floor.

In addition, the TASAKI website (www.tasaki.co.jp) will host a fully-CG movie entitled 'Pearly Star' that expresses the beauty of the stars sparkling in the night sky.

During the fair, customers who purchase any of the promotional items in store or online will receive a beautiful TASAKI original gift (while stocks last).

We hope you will enjoy a modern yet stylish TASAKI Christmas brimming with playful spirit through "TASAKI Timeless Christmas 2016 'Pearly Star'".



Key visual for "TASAKI Timeless Christmas 2016 'Pearly Star'" promotion ©TASAKI



TASAKI Ginza Flagship Store illuminated in Christmas red

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