

November 10, 2017

TASAKI Timeless Christmas 2017 **Starting from November 10 (Fri)**

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 Japanese jeweller who continue to evolve their craft focused on the two key elements of pearls and diamonds, will launch the Christmas promotion "TASAKI Timeless Christmas 2017" in their TASAKI Ginza Flagship Store and other stores nationwide from Friday, November 10 to Monday, December 25.

For this year's holiday season, TASAKI focuses on the charm of its unique pearls, which boast the highest levels of quality. The elegant "'Petit' balance diamond solo necklace," which features TASAKI's icon design "balance" as a motif, will be made available in stores nationwide. Further, the "kugel" Series, a new range of designs featuring a motif of Christmas ornament that combine glamorous Akoya and South Sea pearls with high-quality diamonds, will be launched. In addition, customers will be able to enjoy a number of contemporary pearl jewellery items unique to TASAKI, such as an Akoya pearl long necklace with a modern feel, which was featured in a new advertising campaign by master photographer Peter Lindbergh.

TASAKI's flagship Store will welcome guests in a chic and glamorous space complete with red carpets that accentuate feminine beauty, and dramatic monochrome images by Peter Lindbergh that symbolize the worldview of TASAKI. Moreover, the store's facade will be decorated red for Christmas, further augmenting the festive spirit.

TASAKI has also prepared original gifts for customers that make purchases over a certain amount at participating stores or online over the promotion period (subject to availability).

Finally, TASAKI will launch a new movie that expresses the brand's worldview on its website (www.tasaki.co.jp) and official social media accounts in conjunction with this promotion.

We hope that you will enjoy the modern and sophisticated Christmas world of TASAKI through "TASAKI Timeless Christmas 2017."

TASAKI



'Petit' balance diamond solo necklace ¥180,000 (tax excluded)©TASAKI

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