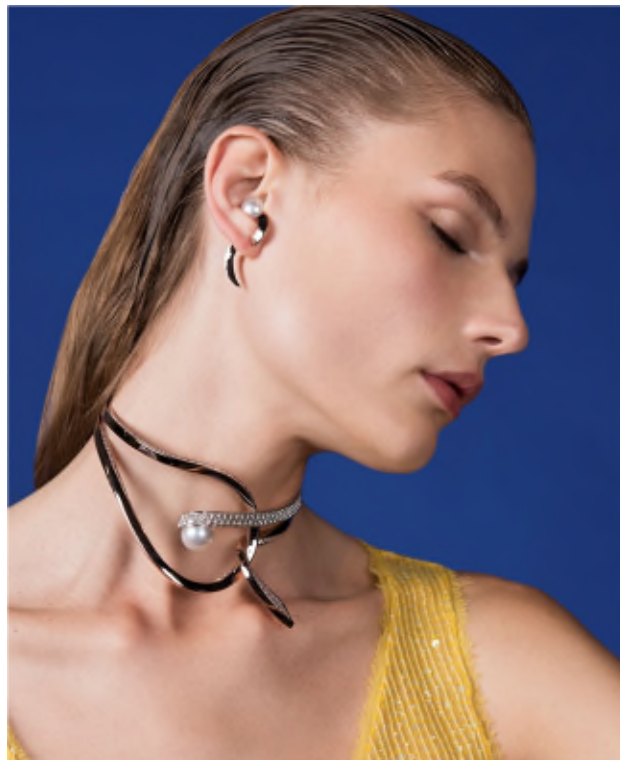


## New TASAKI Atelier Jewellery Line by TASAKI's New Creative Director Prabal Gurung to be Unveiled

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 set to launch a range of high-end jewellery inspired by the concept of surrealism, the first collection in a new line of TASAKI Atelier jewellery by Prabal Gurung, TASAKI's new creative director appointed in September 2017.

The first collection in the TASAKI Atelier line that so embodies the unique world of TASAKI's modernistic beauty, is inspired by the art movement of surrealism which is now re-emerging among contemporary women artists. Drawing on the TASAKI themes of pearls and the sea, Prabal Gurung has created a line of exquisitely attractive jewellery that empowers women and further brings out the inner glow of those that wear it. The jewellery celebrates their powerful sensitivities and intellectual nature which is depicted in the surrealist art movement currently being developed in a way that emphasizes the feministic essence of women.



'Buoy' earrings    ¥1,300,000    【18K SG, South Sea Pearl】

'Aurora' necklace    ¥33,000,000    【18K SG, 18K WG, South Sea Pearl, Diamond】

Seven series of jewellery have been created to evoke the many splendid charms of the sea and pearls designed with a modern and organic approach within the theme of surrealism.

# TASAKI

'Cascade' is designed to express the scene of falling water drops glistening in the light. 'Cove' evokes the movement of the glittering waves gently lapping at the shore's edge glamorously drawing on the form of a bay where pearls would be cultivated. The innovatively designed 'Buoy' expresses pearls as elegantly floating buoys in a calm sea. 'Moulin' expresses the shards of light that brilliantly illuminate the inside of a cave appearing in the shade of a cove. 'Waterfall' is inspired by the crashing water powerfully flowing from up on high. The modern and sophisticated impressions given by the curves of 'Aurora' express the sparkling light like an aurora in the middle of the sea softly enveloping the pearls. Through the clean and organic lines 'Nacreous' expresses the brilliantly multi-faceted charms of pearls with their unique lustrous and mysterious iridescent shine found only in mother of pearl.



'Cascade' earrings ¥5,000,000

【18K WG, Akoya Pearl, South Sea Pearl, Diamond】

'Nacreous' ring (double finger) ¥2,300,000

【18K WG, 18K SG, Akoya Pearl, Diamond】

'Nacreous' hand cuff (right hand) ¥7,800,000

【18K WG, 18K SG, Akoya Pearl, South Sea Pearl, Diamond】

'Aurora' bracelet ¥15,000,000

【18K WG, 18K SG, South Sea Pearl, Diamond】



'Cove' earrings ¥5,800,000

【18K SG, Akoya Pearl, Diamond, Pink Sapphire】

'Moulin' ring (double finger) ¥1,500,000

【18K SG, Akoya Pearl, Diamond】

All the above on sale in TASAKI Ginza Flagship Store and others from Thursday, 5th April 2018

Photo credit: Hans Neumann / Art Direction credit: Driver Creative

(\* Prices are tax-exclusive)

TASAKI Atelier, produced by the best TASAKI craftsmen using only the finest materials including pearls cultivated in own pearl farms, the highest quality diamonds and colour stones. This collection of sublime high-end jewellery applied with the designer's signature ethical and couture approach can be said to be a worship of beauty to all the radiant women with individual style and charm. Enjoy the world of modern and glamorous high-end jewellery by Prabal Gurung with a commitment to high quality, creativity and craftsmanship only found at TASAKI.

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TASAKI Customer Service: 0120-111-446 (Please use this number when providing information about TASAKI to your readers/viewers.)