

## SK Jewellery Launches Revolutionary 999 Pure Gold Fortune Gold Bar

Written by Australian Business

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### [Jewellery](#)

heralds the arrival of Chinese New Year with the launch of a truly ground-breaking new product under their renowned and well-loved 999 Pure Gold series -- the **999 Pure Gold Fortune Gold Bar**

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### SK Jewellery 999 Pure Gold Fortune Gold Bar

A truly innovative new product, the SK Jewellery 999 Pure Gold Fortune Gold Bar is set to revolutionize the way people perceive the aesthetics of traditional gold bars.

Conventionally, two-gram, five-gram and ten-gram gold bars are presented as small bars, measuring no more than an inch at the sides.

Using the latest state-of-the-art technology in jewellery-making, SK Jewellery skillfully enlarges the surface area of 999 Pure Gold -- the most precious metal on earth -- to the size of a dollar note, which is more than twenty times the surface area of a traditional gold bar of the same weight. This not only significantly changes the appearance and perceived size of the gold bars, but also provides more area for jewellery-makers to carve beautiful and auspicious symbols and characters on the gold bars.

Each Fortune Gold Bar is encased in sleek acrylic case to enhance the presentation and protect the delicate gold bar, and it is presented in specially-designed gold-rimmed red packets.

For the coming Chinese New Year season, the 999 Pure Gold Fortune Gold Bar makes an elegant and deeply meaningful addition to the traditional practice of the giving of red packets. In

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In addition, the Fortune Gold Bar is an excellent gift item for joyous occasions such as weddings, baby showers, birthdays and more.

For the first series of the Fortune Gold Bar collection, SK Jewellery uses the most advanced technology to etch traditional Chinese characters of MA DAO GONG CHENG (Chinese idiom that means to have immediate and resounding success) and GONG CHENG MING JIU (Chinese idiom that means to have success and recognition) on the two-gram and five-gram gold bars.

On the ten-gram gold bars are artistically stunning and astoundingly intricate carving of the dragon and phoenix, the most auspicious of Chinese symbols, as well as traditional Chinese characters of LONG FENG CHENG XIANG and BAI NIAN HAO HE (Chinese idioms that mean the harmonious union of a dragon and a phoenix, and to be a happy couple till old age respectively). Showcasing masterful craftsmanship, the ten-gram gold bars boast a special SK Jewellery hologram, which enhances its uniqueness and exclusivity.

The 999 Pure Gold Fortune Gold Bars debuted at SK Jewellery showrooms on 26 December 2013.

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