



T S L 謝瑞麟

HONG KONG

Annual Report
05/06 年報

Tse Sui Luen Jewellery (International) Limited
謝瑞麟珠寶(國際)有限公司

(Incorporated in Bermuda with limited liability)

(於百慕達註冊成立之有限公司)

Stock Code 股份代號 : 417

On the Cover

Alanna Vicente, the artist on the cover of this annual report, is the group's sub brand, TSL Saxx's newly featured jazz musician who was born and raised in California.

TSL Saxx, the new chosen name for TSL's sub-brand jewellery boutique, was introduced by the group to the China market in 2004. Today, its retail network extends to various major cities in China, including Shanghai, Guangzhou, Shenzhen etc.

The word "Saxx" represents the word "saxophone", a powerful and melodic instrument often associated with world famous jazz music. Themed with contemporary jazz music, TSL Saxx targets the new generation in China who is looking for modern and stylish ways of life.

With the introduction of Saxx boutique by the group, it's well illustrated the progressiveness of the TSL Group in developing its business in different market segment; hence, continuing its professionalism in focusing on fine jewellery business.

封面

集團本年度年報以生長於美國加州的雅安娜·維森特為封面人物，她是集團副品牌謝瑞麟 | Saxx的全新爵士樂代言人。

謝瑞麟 | Saxx是集團為新設品牌的名字，2004年在中國設立首間首飾專門店；時至今日，謝瑞麟 | Saxx已在國內多個主要城市如上海、廣州、深圳等開展她的零售網絡。

Saxx是「薩克斯管」(Saxophone)的意思，是一個在國際爵士樂上舉足輕重及充滿旋律的主音樂器。以當今爵士樂為主題，謝瑞麟 | Saxx瞄準中國新一代追求時尚生活風格的年輕人。

隨著集團引進謝瑞麟 | Saxx首飾專門店，表現著集團一貫積極進取地去開展不同市場，更表現集團專注於高級珠寶業務所持的專業態度及堅持。







