

## Immediate Release



### life of circle releases new Floral Collection

“Flower Power” has always been fascinating. Dickson Yewn, Creative Director of **life of circle** fuses the two most sought-after obsessions of women – flower and jewellery – and transforms them into the exquisitely feminine designs of the new Floral Collection. Dickson Yewn has carefully selected four flowers – Plum Blossom, Chinese Rose, Orchid and Chrysanthemum – for the new designs, each of them are unique symbols in oriental culture, while at the same time denoting the elegance temperament of every woman.

Plum Blossom is one of the few varieties of flower that can blossom in winter. They bloom most vibrantly amidst the winter snow while all other flowers have succumbed to the cold. Thus, they are seen as an example of resilience and perseverance in the face of adversity, and thus have also been used as a symbol of nobility. Dickson Yewn employs the filigree technique to polish the gold earrings skillfully, paired with well-mounted diamonds in the circular ring to represent the enduring beauty of Plum Blossom.

The Chinese rose is also called the “Monthly Rose” in Chinese due to its regular monthly cycle of blossoming throughout the year, bringing with it a refreshing zest and enthusiasm from its invigorating fragrance. Dickson Yewn chooses a 18-carat black gold necklace to pair with his Chinese rose pendant in rose gold, subtly decorated with black diamond to evoke the irresistible charming smile of a lady.

Described by Confucius as the “Master of Fragrance”, the Orchid is one of the “Four Junzi Flowers” in Chinese culture that embodies delicate female beauty and refinement. Inspired by the ancient “Hufu” message delivery tools used in the ancient China, Dickson Yewn has designed a pair ring that can be worn separately or in a combined form. The Orchid pattern on the ring reveals its complete shape when the two rings are joined, allowing the wearer to match the ring with different looks and styles of the day.

According to “The Herbalist’s Manual”, the Chrysanthemum has numerous medicinal properties and has been always considered as a symbol of longevity. Dickson Yewn represents its petals in an abstract way, and incorporates them into the pendant and ring design, giving a modern touch on the classic Chrysanthemum motif.

Every piece of jewellery in The Floral Collection is the result of a seamless combination of diverse jewellery elements that show a complete work of delicacy. By using the form of circle as the secondary design theme, not only does it echo the brand image of circular forms, it also stands for the “Perfect conjugal bliss” concept commonly seen in Chinese blessings.

The new Floral Collection is now available at **life of circle** concept stores at The Gateway (Tsim Sha Tsui), IFC Mall (Central) and the Lee Gardens Two store (Causeway Bay).

To celebrate the opening of the new IFC shop, Dickson has the pleasure of inviting artistic and talented celebrity Charlie Young to apply fresh inspiration and join him in designing a limited collection based on butterfly imagery. Charlie shows intense enthusiasm in jewellery design, and was truly inspired by the Floral Collection newly created by Dickson. The glamorous flowers competing for attention led her to conceive of the beautiful and elegant postures of butterflies and inspired her to start on the sketch. A portion of proceeds to this limited collection will be donated to Hope Education Fund to support education for the less advantaged children.

**Shop Address:**

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