

# ENGAGING GOLD JEWELLERY TO NEXT GENERATION THROUGH COMMUNICATION AND CREATIVELY

通过交流和创作使黄金首饰面向下一代

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一代不如一代

We always think the new generations are getting worse



# 科技发展、消费者成熟促进行业生态发展 Technological Progress, Mature Consumer Promotes The Industry Development



科技、大数据、信息化  
Technology、Big Data / digitization



价值的创造  
Value created



消费力与审美  
Purchasing power & Aesthetic





仪式感是下一代重要的价值之一

Sense Of Ritual Is One Of The Important Core Value For Next Generation







# 创意设计：使金首饰亦可突破传统吸引下一代

## Innovative Design: Refreshing Gold Jewellery Image For The Next Generation





缩短与年轻人的距离- 提升体验与场景

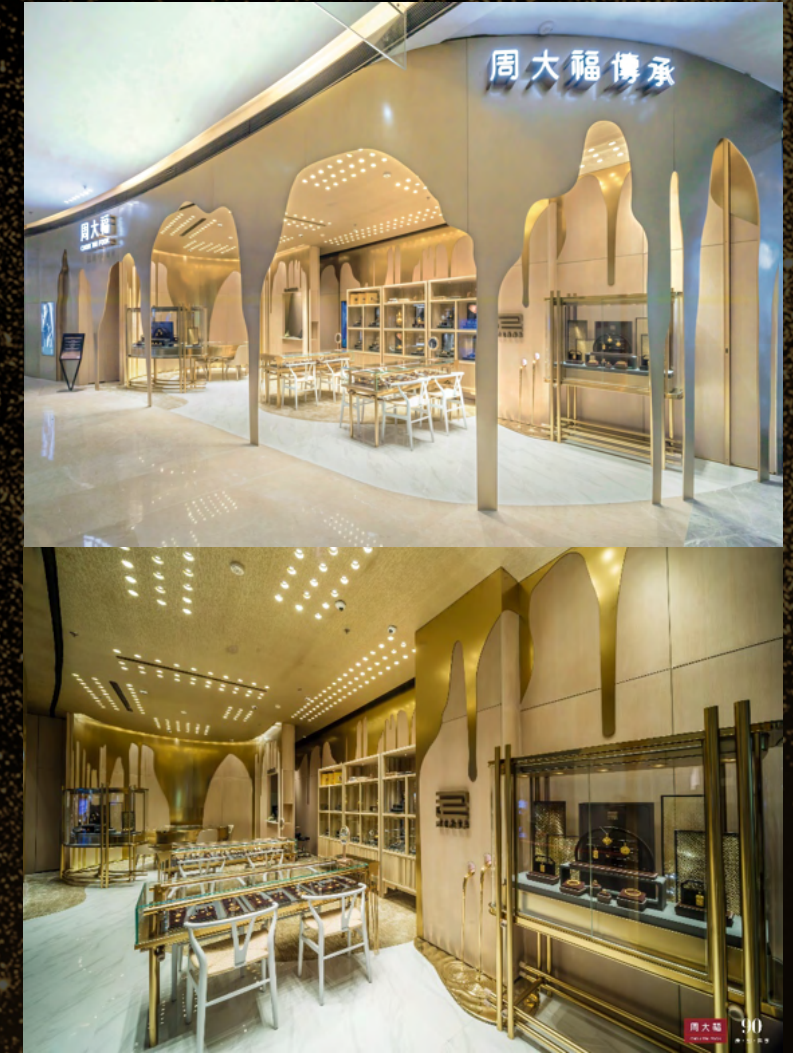
Narrow The Distance Between The Younger Generation and Gold Jewellery -  
Promote Shopping Experience & Scene Marketing



人 People



货 Product



场 Place



社交媒体可推动青少年购买黄金首饰

Social Media Can Drive Youngsters Gold Jewellery Shopping Behaviour





谢谢

THANK YOU

CHOW TAI FOOK JEWELLERY GROUP

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