

# Third time's a Charm

Jewels@bee has a new range of whimsical charms that can be worn on a bracelet, as a pendant, or on their signature diamond hoop earrings

THERE'S SOMETHING SPECIAL AND sentimental about a charm bracelet that appeals to all women. Perhaps you received it as your first piece of fine jewellery as a young girl. Or, you bought it with your first pay packet and gradually added new charms to mark the milestones in your life.

The yellow, white and rose gold charms come decorated with diamonds, rubies, amethyst, and multi-coloured sapphires as well as topaz and garnet. Choose from a delightful collection of angels, open diamond hearts, matte white and yellow gold blossoms with diamond centres, jewelled butterflies, frog princes, pigs with amethyst bellies, penguins, whales, dolphins and octopuses. Fruit lovers can take their pick from pink sapphire apples, golden grapes, cherries and diamond-studded watermelon wedges.

Be charmed by other enchanting pieces such as gem-encrusted handbags, gold and diamond guitars, slippers, rocking horses, baseball caps, bowling pins, tennis racquets, diamond-studded golf clubs, skates, anchors and buoys.

Liberty keys for 21-year-olds come with or without diamonds or blue topaz embellishments. There are even diamond-inset cars and little houses with gold and diamond keys to mark your first car or first home. Look out for their iconic diamond wing bees and cute teddy bear charms with semi-precious jewelled bags.

Auspicious Chinese-character charms



**Chinese charms**  
Diamond-tipped  
Chinese character  
charms in yellow or  
white gold



**Auspicious beginnings**  
Yellow gold  
diamond-  
inset car with  
sapphire tyres



**What a charmer**  
Diamond and  
yellow gold  
baseball cap

— longevity, double happiness, luck, love and prosperity — in yellow and

white gold, with diamonds, make perfect accessories for joyful occasions. Or, choose your favourite diamond initials — either as a charm or pendant. The larger initial pendants — in plain yellow or white gold or decorated with pink, blue or yellow sapphires —



**Magnificent**  
Diamond and  
pink sapphire  
initial pendant

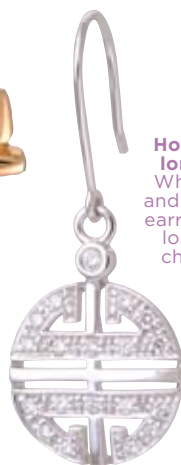
look splendid on a long gold chain or as a choker on a black silk ribbon.

Besides the charms and pendants, jewels@bee has also just launched a new collection of elegant champagne South Sea and Tahitian pearls set in earrings, pendants, bracelets, and rings.

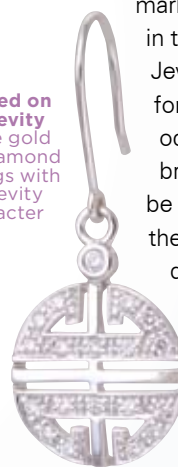
"We know women love jewellery to mark the important milestones in their lives so we started a Jewellery Registry to cater for every one of your special occasions," says jewels@bee brand director Ann Ang. "It can be a wedding or anniversary, the birth of a baby, your daughter's graduation, your son's first car, your father's 80<sup>th</sup> birthday, or even Mother's Day."

Whatever the occasion, jewels@bee stocks several collections of diamonds, top quality coloured gems and other semi-precious stones designed for today's fashion savvy, value-conscious customers.

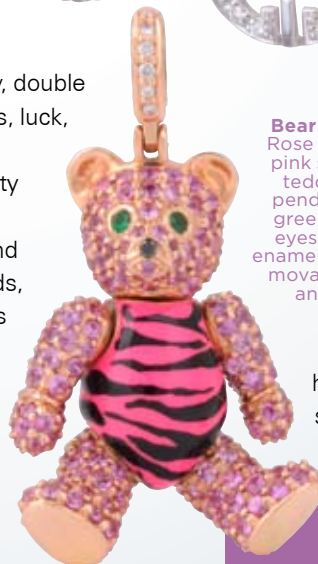
Each piece of jewellery has been thoughtfully handcrafted to be worn as a single statement piece, or mixed and matched for dazzling impact.



**Hooked on longevity**  
White gold  
and diamond  
earrings with  
longevity  
character



**Bear with me**  
Rose gold and  
pink sapphire  
teddy bear  
pendant with  
green garnet  
eyes, striped  
enamel torso and  
movable arms  
and legs



jewels@bee  
#03-05 Wheelock Place  
Tel: 6836-3328