

Grand opening of “TOKYO Jewellery Creation “

Introducing unique jewelry attraction to the world from Isetan Singapore!

Yukio Kajita, CEO of KAJITA Co., LTD and Takashi Fujimori, CEO of FUJIMORI INC. jointly announced today the kick-off of “TOKYO Jewellery Creation” in Singapore Isetan Scotts Store, located on 1st Floor lobby, running from July 11-17, 2014. This event will launch another Pop-Up Shop after the success of “Tokyo Jewellery Gift” Pop-Up Shop at Isetan Singapore in December 2013, it will bring a new dynamic to the “Made in Japan” jewelry attraction.

KAJITA and FUJIMORI, both companies will bring their latest design, new collections using high quality materials with original techniques to “TOKYO Jewellery Creation”. At the event venue, customers will have opportunities to interact with craftsmen and designers from Japan to explore the ideas and stories behind the jewelry creation, also understand the process of jewelry making as well.

Kengo Kajita, COO of KAJITA Co., who’s responsible for planning and organizing this event, says “Craftsmen of Tokyo are traditionally low-profile, their excellence of skills and technology are usually embedded into the jewelry itself rather than being talked and discussed, it’s called ‘IKI(粋)’ in Japanese. I’d like to take this opportunity to bring them, the craftsmen and designers, from the back of the curtain to the stage to directly introduce their vision of each creation to the customers and present our original idea of producing jewelries. I hope customers can enjoy not only the jewels but the design and craftsmanship as well.”

Takashi Fujimori, CEO of FUJIMORI INC., who jointly manages the event setup, says “I was thinking how we could further deliver the attraction of our brands to those customers who were interested with our jewelries in our last event. I believe presenting our jewelries to the customers by craftsmen and designers themselves will create a new communication style and unique shopping experience.”

“Tokyo Jewellery Gift”, the Pop-Up Shop event they held in December 2013 was well received by Singapore local customers as well as international customers. The sales include various ranges from gift jewelries to fine jewelries.



Photo from left to right: Event in last year, Craftsman and designer will act as guide themselves, 「Tokyo Jewellery Creation」 Logo

KAJITA Co., LTD was established in 1920 as colored gemstone specialist manufacturer, pursues handmade jewelry craftsmanship consistently in the past century. Kajita targets Japanese wholesale customers with fine jewelry business, also has long term OEM cooperation with famous Japanese domestic jewelry brands.

FUJIMORI INC. was established in 1970, jewelry manufacturer stresses the traditional chasing techniques, operating “Adam” - customized jewelry shop in Sangenjaya, TOKYO and promoting anniversary jewelry brand “MITSUBACI”.

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Brand Products

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Bio of Event Organizers

Takashi Fujimori, CEO of FUJIMORI INC., was born in Setagaya in Tokyo. He graduated from International Christian University in Tokyo. After completing his further jewelry study in Italy, he came back to Japan and joined FUJIMORI. As a jewelry designer, he won many rewards including "Japan Jewelry Designer's Award" .

Kengo Kajita, COO of KAJITA Co., Ltd, was born in Bunkyo in Tokyo. He graduated from Keio University in Tokyo. He started his career as the automobile marketing consultant in Hakuholdo in 2002, the leading Japanese advertising and public relations company. After obtained the GIA qualifications in the United States, he came back to Japan and joined KAJITA.



○ Orchard MRT Station (地下鉄)

【Singapore Isetan Scotts Store Map】



【Singapore Isetan Logo】

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