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For Immediate Release

HKTDC 2015 Hong Kong International Licensing Show
“Mark Lui Design Works” Reception
Press Release

(Hong Kong, 13 January 2015) Mark Lui, the renowned pop song writer who has received uncountable music awards and created nearly thousand popular songs, was invited by Hong Kong Trade Development Council (HKTDC) and held “Mark Lui Design Works” Reception to introduce Mark’s latest licensing design works.

The HKTDC Hong Kong International Licensing Show (12-14 Jan), will feature over 310 exhibitors representing more than 800 brands and properties from 18 countries and regions. Mark Lui, new to the fair, showcases A “Backpack” line designed for the renowned New York fashion bags brand Botkier, furniture and lighting series designed for Hotel Sourcing International of Kate China Holdings Limited, the Time Machine Tourbillon watch designed for Memorigin, iPhone cases, radio and selfie remote designed for FunGear, the electric guitar designed for Gibson Brands, candy covers designed for Hint Mint and the classic micro sound system Platine Vinyle Rétro designed for Philips.

During the Reception, Mark Lui is delighted to announce the collaboration with Aaron Shum Jewelry. “Coronet By Mark Lui”, his first jewelry design, has used the worldwide-patented Coronet Solitaire design of Aaron Shum Jewelry. These innovative designs will be staged at the Prestigious Hall 1 of Baselworld 2015 on March.

Baselworld, the World Watch and Jewelry Show, will be held from 19 to 26 of March. Being the world’s largest international trade fair, the traditions of Baselworld date back to its original in 1917, and it now attracts around 1000 prestigious jewelry brands from more than 40 countries and regions all over the world. This year, Mark Lui will exhibit his jewelry designs with the mega luxury brands like Graff, Dior, and Hermes in the same hall.

Kelly Chen was invited to “Mark Lui Design Works” Reception and she praised Mark’s designs and was very proud of Mark’s achievement on design fields. Speaking at today’s reception, Mark Lui would like to thank Kelly Chen, Raymond Yip, HKTDC Deputy Executive Director, Aaron Shum, President of Aaron Shum Jewelry, Terry T.W. Chan, Chairman of Hotel Sourcing International and all the collaborating brands, including Botkier New York, FunGear, Gibson Brands, Hint Mint, Memorigin, Philips, and his management company, RT Management Limited.

RT Management Limited (RTM) is an all-round Brand Consultancy for designers, artists and brand owners. RTM believes that art and business complement each other. With a highly experienced team, RTM delivers quality, innovative and distinctive brand image services that create true value for business partners.

Should you have any further enquiries, please do not hesitate to contact Miss Ada Lau at 6442 2016. Thank you.