



**WRITE
ON TRACK**

*“Taking your business
right on track”*

Marketing | Publicity | Branding | Events





周大福

CHOW TAI FOOK

*Cheers to
Memories*

Cheers to Memories



Birthday



Graduation



Engagement



Wedding



CHOW TAI FOOK

With 90 years of history, Chow Tai Fook is glorified for its trustworthiness, authenticity, design, quality and value. This luxurious jewelry brand is deeply rooted in innovation, craftsmanship and heritage.

Chow Tai Fook has a wide range of jewelries that will embellish life celebrations such as birthdays, graduations, engagements, weddings, anniversaries, and many more.



CHOW TAI FOOK TO MANILA

As Chow Tai Fook continues the legacy of its jewelry brand, it will launch a flagship store in the Philippines.

Location: Solaire Resort & Casino

Why Manila?

Manila is the capital of the Philippines. It is where majority of businesses are running and where residences are situated. Having Chow Tai Fook's flagship store in Manila will bring forth a whole new experience of innovative craftsmanship, quality, and value for Filipinos when it comes to jewelry brands.

Why Solaire Resort & Casino?

Solaire Resort & Casino is the Philippine's integrated resort where unparalleled gaming, entertainment, dining, and leisure awaits people. The massive five-star hotel matches the luxury and authenticity Chow Tai Fook bears, making it the ideal place to have its flagship store.



CHOW TAI FOOK GRAND OPENING

September 2019

EVENT PARAMETERS



(Left Side View)

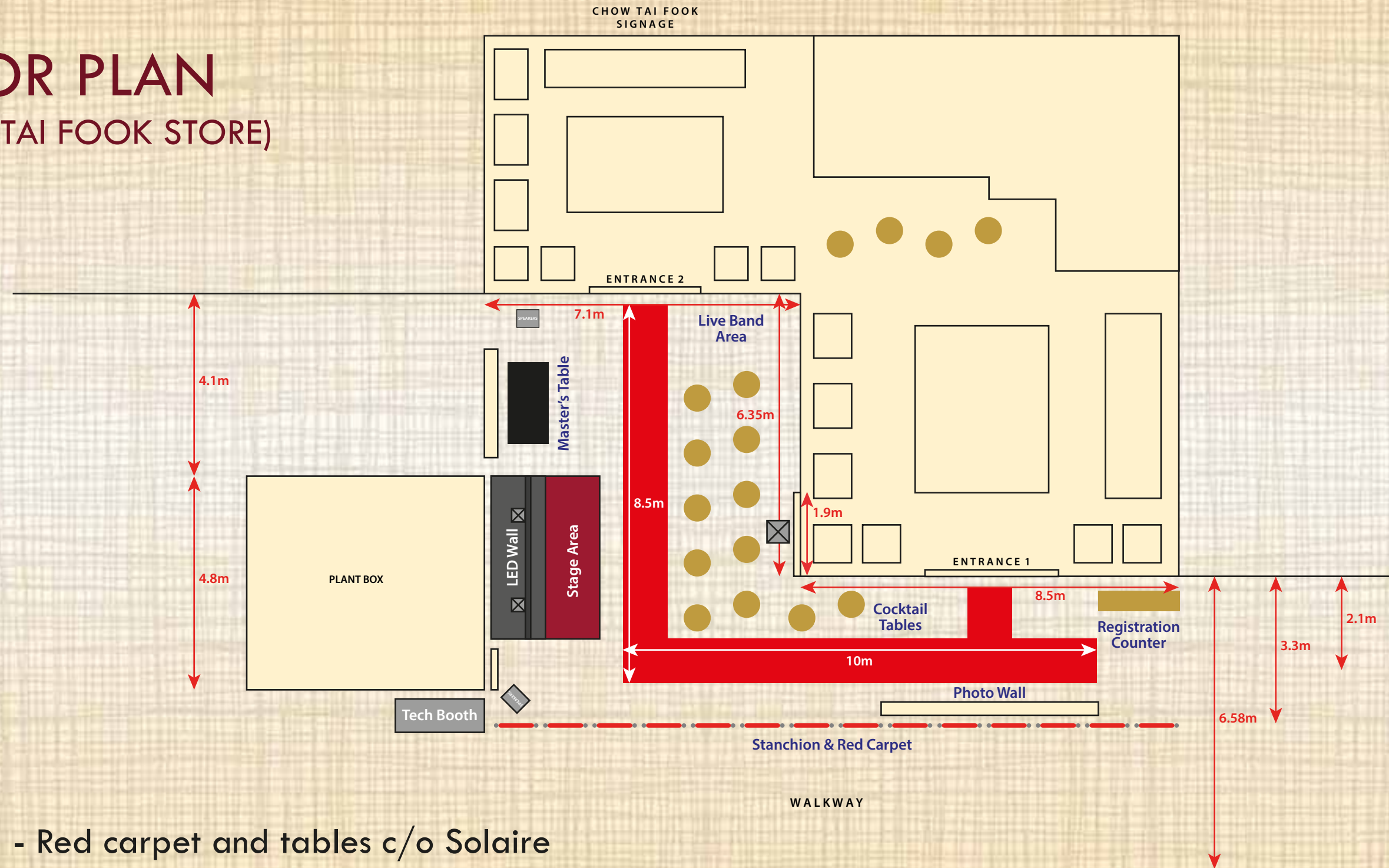


(Right Side View)

WHERE: Chow Tai Fook Flagship Store, The Shoppes Solaire

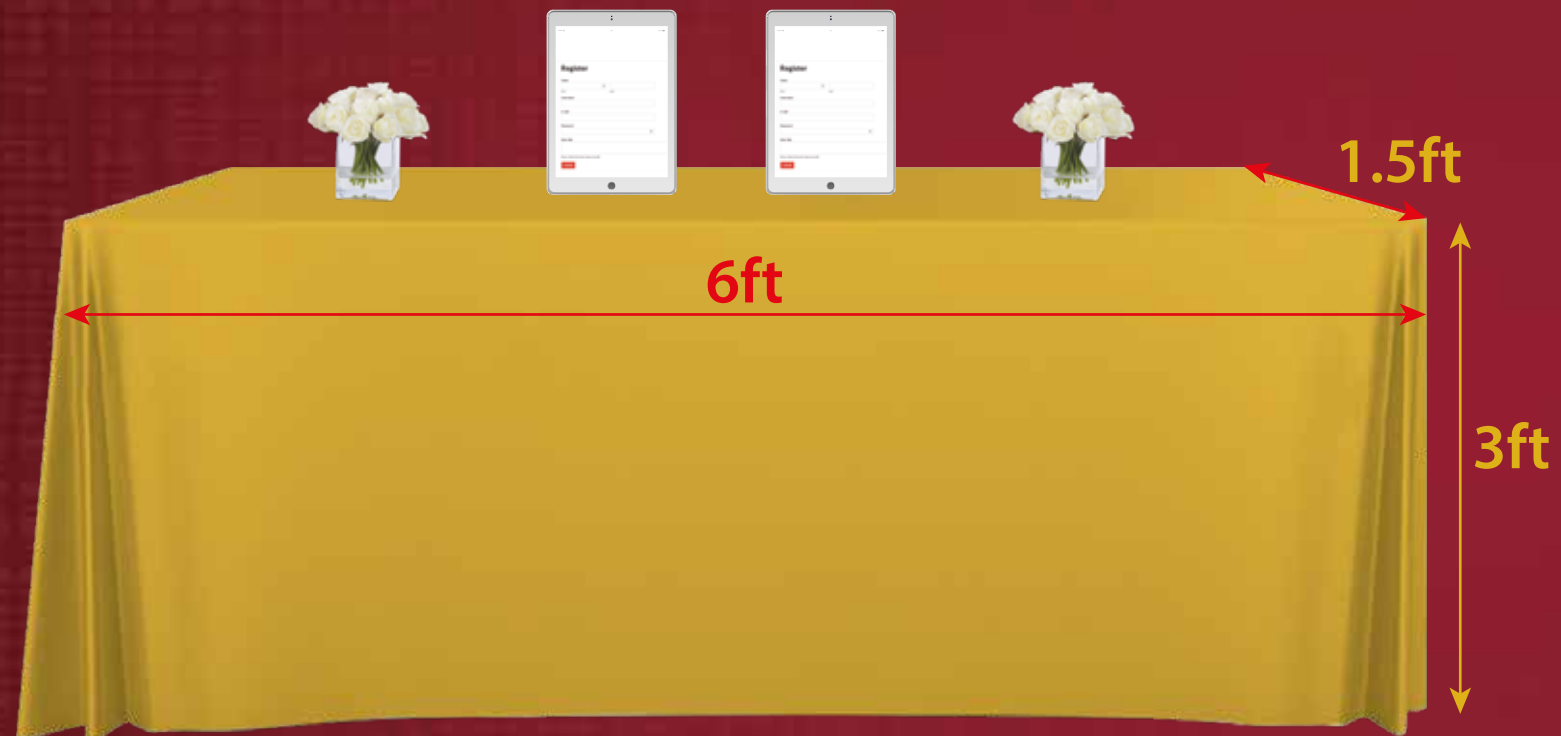
WHEN: September 24, 2019 (Tuesday), 12:30PM- 6:00PM

FLOOR PLAN (CHOW TAI FOOK STORE)



- Red carpet and tables c/o Solaire

REGISTRATION



(Registration table will require 2 black cloth-covered chairs)



(Right side of the Entrance 1 area)

(Tables and chairs c/o Solaire; Linens and centerpieces c/o Write On Track)

SAND-POURING CEREMONY



SAND-POURING CEREMONY

(Sand Box)



(c/o CTF)

LED SCREEN / STAGE AREA



Master's table will require 2-4 black cloth-covered chairs
Platform Area - 12ft w x 4ft d x 1ft h

Tables and chairs c/o Solaire;
Linens, centerpieces, platform and lamps c/o Write On Track

LIVE DEMO AREA



PHOTO WALL (FRONT)



(Across Entrance 1 area)

(c/o CTF)

PHOTO WALL (BACK)



(Across Entrance 1 area)

(c/o CTF)

ENTERTAINMENT / LIVE BAND AREA



(Center corner outside of the store)



String Quartet

(4 chairs c/o Solaire)

COCKTAIL TABLES



(Total of 16 tables)



(Right side of the Entrance 1 area)

(Tables c/o Solaire; Linens and centerpieces c/o Write On Track)

FLOWER PEGS



Colors: Blush and White
Kinds: Roses, Carnation and Gerbera

EVENT PROGRAM

8:00-10:00AM - Technical Rehearsal with Models

12:30 PM - Arrival and Boutique Tour of Media (45 mins)

1:30 PM - Registration and Arrival of Guests (30 mins)

(Band will play live instrumental classical repertoire)

2:00-6:00 PM - Master Craftsman Exhibition (4 hours)

2:00 PM - Welcome Remarks / Acknowledgment of Special Guests (10 mins)

2:10 PM - Opening Speech by Mr. Charles Sy, Director of Chow Tai Fook Philippines (5 mins)

**2:15 PM - Special Message by Mr. Kent Wong Siu-Kee Managing Director,
Chow Tai Fook Jewellery Group Limited** (5 mins)

2:20 PM - Sand-Pouring Ceremony with Photo Opportunity (20 mins)

2:40 PM - CTF Introduction Video (5 mins)

2:45 PM - Jewellery Fashion Show (30 mins)

3:15 PM - Closing Remarks (5 mins)

3:20 PM - Live Band Plays Second Set (1 hour)

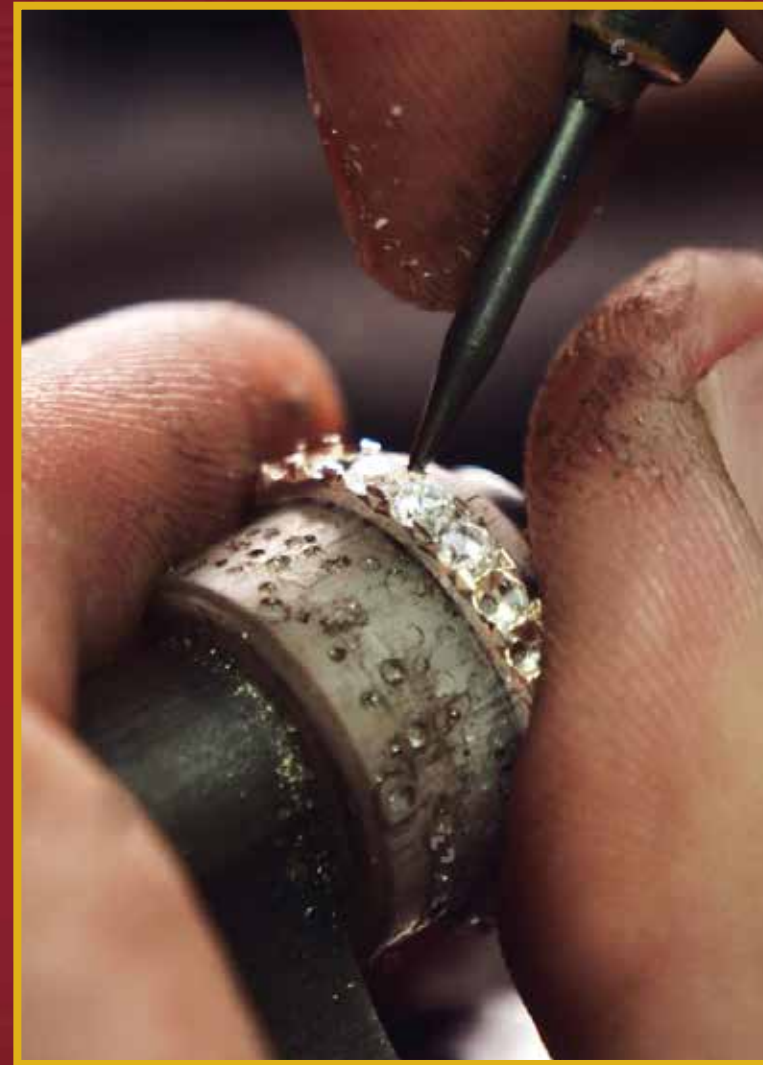
3:20 PM - Socials / Free Roaming in the Store with Sales Representative (2 hours - 40 mins)

6:00 PM - End of Event

PROGRAM HIGHLIGHTS



Jewellery
Exhibit



Jewellery Making
Live Demo
by Master Craftsmen
from Hong Kong



Jewellery
Fashion Show

ATTENDEES

(Total of 150-180 pax)

- 1. Chow Tai Fook Hong Kong**
- 2. Chow Tai Fook Philippine Management and Employees**
- 3. Media**
- 4. Other Invited Guests by CTF Philippines**
- 5. Government Officials**

VIP LIST

- Ms. Alice Eduardo
- Mr. & Mrs. Philip Laude
- Mr. & Mrs. Bayani Solidum
- Dr. & Dra. Hayden Kho
- Ms. Halley Ali Assad
- Mr. & Mrs. Carlos Ley
- Mr. & Mrs. Sonny Co
- Mr. & Mrs. Dennis Uy
- Governor & Mrs. Francis Escudero
- Mr. & Mrs. Victor Mapua
- Mr. & Mrs. Steve Tsao
- Mrs. Evelyn Yap
- Mr. & Mrs. Eric Ongkauco
- Mr. & Mrs. Alfonso Uygongco
- Mayor Francisco "Isko" Domagoso
- Mr. & Mrs. Kevin Tan
- Mr. & Mrs. Jimmy Go
- Mr. Antonio Sy
- Ms. Beauty Sy
- Mr. Charles Sy
- Mr. Charlene Sy
- Mr. Jasper Sy
- Ms. Bernice Sy
- Mr. Frederick Siy
- Mr. Kendrick Siy
- Mr. Jarvis Sy
- Ms. Kimberly Sy
- Mr. Lincoln Roxas
- Ms. Camilla Roxas

MODELS

SAMANTHA

- Chest size with cup size: 35-B
- Height: 5'8"
- Neck size: 34cm
- Ring finger: 6cm
- Index finger: 6cm
- Middle finger: 6cm



MODELS

VIKA

- Chest size w/cup size: 34-B
- Height: 5'7"
- Neck: 12inch (30.5 cm)
- Ring finger: 5.7 cm
- Middle finger: 5,9 cm
- Index finger: 6.1 cm



MODELS

ANIE

- Chest size with cup size: 34-B
- Height: 5'9"
- Neck size: 30cm
- Ring finger: 5.5cm
- Index finger: 6cm
- Middle finger: 6cm



MODELS

LEXXI

- Chest size w/cup size: 34-B
- Height: 5'9"
- Neck: 13cm)
- Ring finger: 4.5
- Middle finger: 5cm
- Index finger: 5cm



MODELS' DRESS PEG

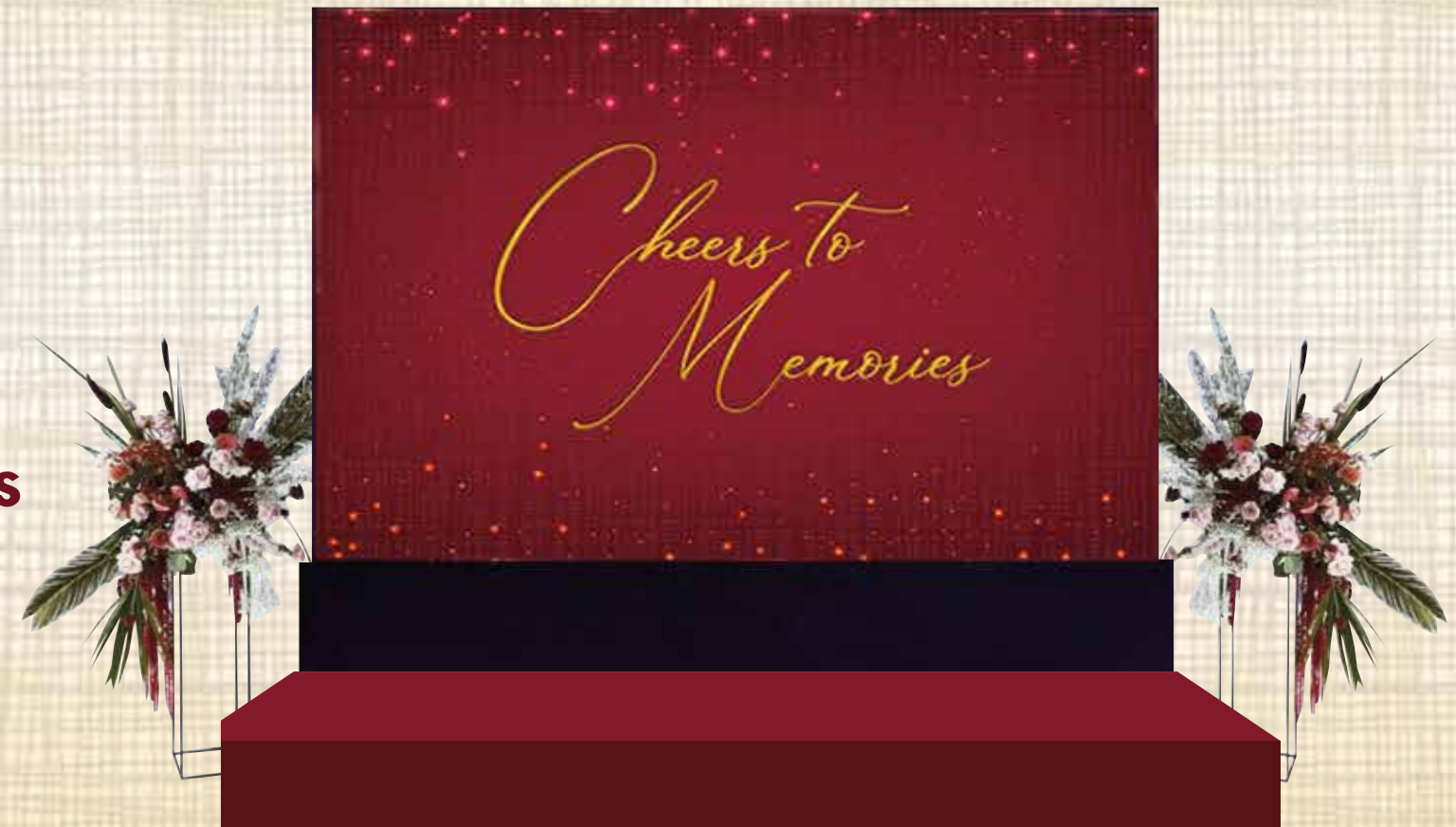


USHERETTES' DRESS PEG



MANPOWER OF WRITE ON TRACK

1. **Event and Program Director**
2. **Event Managers**
3. **Event Assistants**
4. **Ingress/Egress Crew**
5. **Two Security Personnel**
6. **Two Usherettes**
7. **Sounds and Lights Engineers**
8. **Sounds and Lights Crew**
9. **Live Feed Operator**
10. **Event Stylist**



TENTATIVE CHOW TAI FOOK MEDIA LIST

Newspaper/Broadsheet

- Philippine Daily Inquirer
- Philippine Star
- Manila Bulletin
- Business Mirror
- Business World
- Malaya Business Insight
- Manila Standard
- Manila Times
- Daily Tribune
- World News
- United Daily News
- Chinese Commercial News

Magazine

- Philippine Tatler
- Metro Magazine
- Highlife
- Garage Magazine
- Philippine Primer

Online Media/News

- gmanetwork.com
- abs-cbn.com
- femalenetwork.com
- entrepreneur.com
- Preview.ph
- MB.com
- rogue.ph
- PageOne.ph

Broadcast Network

- CNN Philippines
- Metro Channel
- ETC

Thank you!

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