



LG 18KW  
200R326CTS  
40X 138P1.09  
240P2.70  
**\$28,500 OHPPF**  
NETT  
425 MBR - SC90005

# On Cheong Jewellery

It's all about the customers for On Cheong Jewellery which takes pride in offering one of the most comprehensive and well-balanced range of jewellery collections



WAD 18KW  
142P3.02  
26R5.89  
8R2.45  
**\$10,983 NYWF**  
NETT  
000 MBR - SE18289

With more than seven decades of excellence under its belt, the philosophy of this family jeweller is not to be just a store where people buy jewellery. Instead, On Cheong's goal has always been to be the personal jeweller for every customer.

Step into On Cheong's spacious 3000 sq ft flagship store and corporate head-office and this goal is instantly apparent. Located at the edge of Singapore's historic Chinatown, the store is a model of elegance, warmth and purpose.

"Our business philosophy is to achieve excellence in all phases of merchandising, design, production and service," explains managing director Ho Nai Chuen.

"We want our customers to think of On Cheong as an authentic jeweller in these areas, and as the fine jeweller who knows its



WAD 18KW  
74PD.67  
7R2.06  
**\$2,288 HIEF**  
NETT  
130 MBR - SR90007

ers and knows best how to e them."

On Cheong prides itself in ving the most comprehensive ll-balanced range of jewellery collections. "We source from all over the world to offer

customers a breadth of selection that's unique and beautiful. From traditional

Asian Chinese and Indian designs to Western contemporary styles, we only select the best pieces and gemstones based on price points, quality and beauty."

Romance and colour shine through each of the collections at On Cheong. Who can resist the romantic appeal of jewellery inspired by the great Art Nouveau masters and given a modern sense of individualism? Called Warm Love, the collection is expressed in the sensuous dreamlike style of the late 19th century decorative Art Noveau movement.

18K/W  
12.81 6J1.25  
1.07 74PO.58

JG18019

NETT

450 IHGF

6 MBR - JG18019

NETT

4

LG 18K/W  
8EO.61 13R9.10  
173P1.06 2CL  
17P ONYX

\$4,200 YOFF

NETT

462 MBR - OC18002

OC18002

NETT

1. Ruby, onyx and diamond necklace in 18K white gold
2. Ruby and diamond ring in 18K white gold from Warm Love collection
3. Ruby and diamond earrings in 18K white gold from Warm Love collection

18K/W  
10  
0.63  
DES

JR90010

NETT

000 HYPNF

1BR - JR90010

NETT

5

Sold.

6

IDA 18K W  
12P JADES  
32PO.23

\$2,265 HIOF

NETT

000 MBR - JE40012

JE40012

NETT

4. Jade and diamond bangle in 18K white gold
5. Jade and diamond ring in 18K white gold
6. Onyx, jade, ruby and diamond necklace in 18K white gold
7. Jade and diamond earrings in 18K white gold
8. Jade and diamond ring in 18K white gold

LG 18K W  
1P JADE  
41PO.61

\$3,390 OWNF

NETT

120 MBR - JR18270

JR18270

NETT

## More About Us

Established since 1936, On Cheong Jewellery has grown to become one of the most respected jewellers trusted by generations of people in Singapore. Emphasising quality, unique designs and dedicated customer relationship, On Cheong believes in providing only the best. Its classic jewellery embodies elegance and symbolises ultimate perfection.

On Cheong's commitment to customers achieved industry recognition when the company became the first jeweller to receive an award in the Quality Jewellers of Singapore Scheme (QJS) in 2004. In 2006, On Cheong was further honoured with the SPBA Brand Heritage Award.

Featuring necklaces, bracelets, brooches, and earrings exquisitely embedded with diamonds, rubies and sapphires, they curve in sinuous lines of white gold. Each piece is a graceful work of art designed to inflame the human heart.

Jade, the signature gemstone of On Cheong, comes in a luminous array of precious hues. From apple, green, golden, lavender to white, the pieces are expertly handcrafted and decorated with precious stones and flower motifs. Elegant and one-of-a-kind, they exude the timeless essence of good health, calmness and peace. Little wonder that On Cheong's jade jewellery is reputed to be among the most complete and stunning in Singapore.

In addition, On Cheong boasts its own in-house designed jewellery. Yellow gold with