

# GROUP PROFILE

## 周六福集团简介

周六福

股票代码:06168.HK

VISION

愿 景

成就世界级时尚集团

BECOMING A WORLD-CLASS FASHION GROUP

# CATALOGUE

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◆ 可持续公益

# GROUP PROFILE

◆ 集团简介

# PROFILE

## 简介

周六福珠宝集团诞生于2004年

怀着“成就世界级时尚集团”的愿景

钻研美学设计，融合现代工艺，匠心雕琢自然瑰宝之美

周六福、FENS、潮金三大集团品牌

凝萃经典时尚、轻盈自由与潮流个性，满足多元审美，诠释时尚魅力

我们用珠宝珍藏故事，在人生的旅途中

见证你的黄金时刻

Zhou Liu Fu Jewelry Group was founded in 2004 with a vision to become a world-class fashion group. Driven by a passion for aesthetic design and integrated with modern craftsmanship, we meticulously carve the beauty of natural treasures with meticulous artisan spirit.

Our three group brands: ZHOU LIU FU, FENS and CHAOJIN, embody classic fashion, effortless freedom, and trendy individuality to embrace diverse aesthetics and express the true charm of style.

We preserve your stories with jewelry, standing as a witness to your golden moments on the journey of life.



# LISTING ON HKEX

## 港股上市

股票代码: 06168.HK

2025年6月26日

周六福珠宝股份有限公司在香港联合交易所正式上市  
成为港股上市珠宝企业

STOCK CODE: 06168.HK

Zhou Liu Fu Jewelry Co., Ltd was officially listed on HKEX on June 26, 2025,  
becoming a jewelry enterprise listed on the HKEX.



# GROUP BRANDS

◆ 集团品牌

集团品牌

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周六福  
ZHOU LIU FU

FENS  
JEWELLERY

CHAOJIN  
潮金

# ZHOU LIU FU

周六福品牌诞生于2004年

以“见证你的黄金时刻”为品牌主张

探索民族文化与现代潮流美学，将传统技艺与现代技术融合

匠心打造年轻化、时尚化、个性化的珠宝产品

展现珠宝魅力

Founded in 2004, the ZHOU LIU FU brand is guided by its brand philosophy:  
"Witnessing Your Golden Moments."

Exploring the intersection of national culture and modern fashion aesthetics,  
we seamlessly blend traditional artistry with contemporary technology.

With ultimate craftsmanship, we create youthful, fashionable,  
and personalized jewelry that beautifully unleashes the captivating charm of fine jewelry.

周六福  
ZHOU LIU FU





# BRAND PHILOSOPHY

品牌主张

## 见证你的黄金时刻

WITNESS YOUR GOLDEN MOMENTS

品质藏于细节，雕琢每一件珠宝

愿周六福陪你见证每一个黄金时刻

Quality lies in the details. We carve every piece of jewelry with care.  
May ZHOU LIU FU JEWELRY witness every golden moment of your life.

# HUANG JINGYU

黄景瑜

全球品牌代言人  
中国内地影视男演员

Global brand ambassador  
Film and TV actor from mainland of China



# PRODUCT PORTFOLIO

## 产品矩阵

以珠宝承载人生美好情感寄托  
打造符合多场景需求的珠宝产品

Infusing jewelry with life's finest sentiments,  
we create versatile collections tailored for diverse lifestyle scenes.



TRIBUTE TO INNOCENCE  
天真礼赞



BE YOUR OWN LIGHT  
自成光芒



IMPRINT OF TRUE LOVE  
挚爱印记



CHRONICLES OF TIME  
时光典藏

# TRIBUTE TO INNOCENCE

## 天真礼赞

铭记成长，见证初探世界的天真，定格朝气蓬勃的昂扬年华

Marking milestones of growth,  
witnessing the innocent wonder of exploring the world, and  
celebrating the vibrant energy of youth.



# TRIBUTE TO INNOCENCE

天真礼赞

## BLESSED HORSES ARRIVE 午福驾到

承载千年祥瑞底蕴的生肖马文化  
寄托着代代绵延的福气、事事顺遂的祈愿与财源滚滚的期许  
「午福驾到」马年新品，凝生肖瑞马之祥韵、融黄金工艺之匠心  
邀你共赴一场福气绵延的东方祥瑞之旅

Carrying thousands of years of auspicious heritage,  
the culture of the zodiac Horse embodies blessings passed down through generations,  
wishes for smooth success, and aspirations for boundless prosperity.  
The Year of the Horse new collection, "Blessed Horses Arrive",  
distills the auspicious rhythm of the zodiac Horse and infuses the ultimate ingenuity of gold craftsmanship,  
inviting you on an everlasting journey of Oriental harmony and fortune.

## YEAR OF THE SNAKE 蛇年生肖

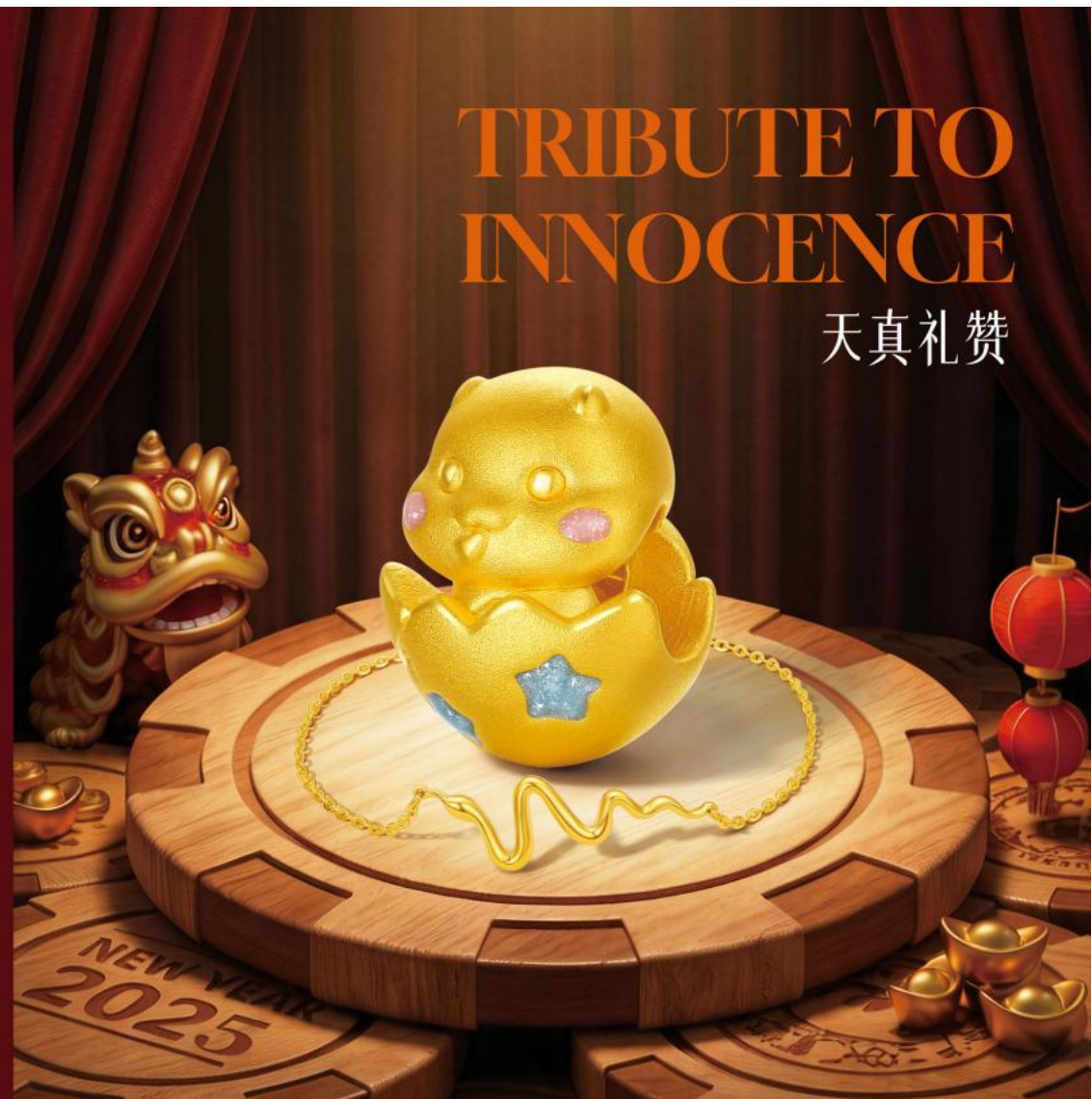
以中国传统文化中的生肖蛇为设计元素  
融入祥瑞纹饰、新潮元素，和甜萌设计的风格  
打造出充满祝福和传统特色的蛇年新岁珠宝，为蛇年蓄满福运能量值

Featuring the Chinese zodiac Snake in traditional Chinese culture as the design element, integrating auspicious patterns, trendy elements and sweet & cute styling, this New Year snake-themed jewelry is crafted with blessings and traditional characteristics, charm, blessing you with abundant good fortune for the Year of the Snake.



## TRIBUTE TO INNOCENCE

天真礼赞



# TRIBUTE TO INNOCENCE

天真礼赞

## BUBBLE OF HEARTBEAT 心动泡泡

以5D硬金工艺，融合七彩珐琅幻彩美学

多巴胺彩虹光晕，轻盈灵动，于细节之处尽显精致质感与浪漫格调

打造梦幻浪漫的少女感珠宝

Integrating 5D hard gold craftsmanship with the aesthetics of colorful enamel illusions  
Like dopamine rainbow halos,  
light and vivid, exquisitely showcasing delicate texture and romantic style in every detail,  
creating dreamy and girly jewelry full of romance.



# BE YOUR OWN LIGHT

自成光芒

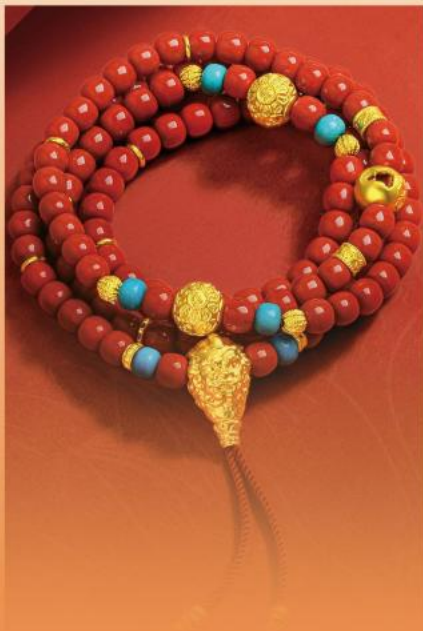
匠心设计诠释蜕变，彰显自信姿态，致敬寻找自我的无畏勇气

Crafted with ingenuity to embody transformation,  
exuding confidence and honoring the fearless courage of self-discovery.



# BE YOUR OWN LIGHT

自成光芒



## SEEK WISHES IN JIUHUA 寻愿九华

将禅意文化与祈福之心融入设计  
成为陪伴佩戴者经历成长、沉淀与突破的温暖载体  
为其注入正念与美好期许

Infusing Zen culture and the spirit of blessing into every design,  
this piece becomes a warm companion through growth, reflection, and breakthrough,  
empowering the wearer with positive mindfulness and beautiful aspirations.

# IMPRINT OF TRUE LOVE

## 挚爱印记

温润信物承载永恒爱意，传递真挚誓言，铭记相遇、相知、相守

A tender token of eternal love, delivering sincere vows to commemorate every moment of meeting, understanding, and staying together forever



## ONE HEART ONE LOVE · DIAMONDS

### 一心一爱·钻石

专业钻石切割团队反复试验，匠心打造一心十二箭切割工艺  
通过切工镜由冠部观察，可明显看见钻石十二箭围绕一颗爱心的效果  
寓意拥护真心、承载一生挚爱，为情侣相恋时刻定格专属浪漫

Through relentless experimentation, our expert diamond cutting team meticulously crafts the innovative "One Heart, Twelve Arrows" cutting technique. When viewed through a loupe from the crown, twelve perfect arrows can be distinctly seen surrounding a central heart. Symbolizing the protection of true love and carrying a lifetime of devotion,



# IMPRINT OF TRUE LOVE

挚爱印记

# IMPRINT OF TRUE LOVE

挚爱印记

BRIDAL RADIANCE  
璀璨花嫁



以手捧花造型美钻的精致设计为核心  
折射璀璨光芒，贴合婚礼场景  
见证新人婚礼中的浪漫瞬间，承载情侣相恋时刻的甜蜜心意

Featuring an exquisite, bouquet-inspired diamond design,  
this piece radiates brilliant sparks that perfectly match the wedding ambiance.  
It captures the most romantic moments of the bride and groom,  
embodying the sweet devotion shared throughout their love story.



## GOLDEN BLISS & HAPPY UNION 金禧良缘

以传统祥瑞元素搭配精品黄金  
为婚庆婚嫁时刻的良缘伴侣送上美好祝福  
让新人在每个婚嫁重要时刻都绽放幸福光彩

Combining traditional auspicious elements with premium fine gold,  
this collection extends the most beautiful blessings to couples on their wedding day,  
ensuring the newlyweds radiate the brilliant light of happiness  
at every monumental moment of their marriage.



# IMPRINT OF TRUE LOVE

挚爱印记



# CHRONICLES OF TIME

## 时光典藏

凝东方文化于珠宝，融千年非遗于方寸，让传世之美在时光中新生

Capturing Eastern essence in fine jewelry,  
weaving millennia of heritage craftsmanship into precious design,  
let the beauty of generations find a new life in time



# CHRONICLES OF TIME

时光典藏

## TREASURED HERITAGE · ELEVATED BAMBOO WEAVING 见宝非遗-雅韵竹编

以六角编、十字纹等竹编纹路为基底，织就黄金肌理与几何秩序  
融汇盛唐经典纹样与饱满色彩，淬炼承载盛唐气象  
蕴含东方韵味，彰显非遗文化价值的精美珠宝

Using traditional bamboo patterns like hexagonal  
and crisscross weaves as a foundation,  
this collection interweaves golden textures with geometric order.  
Blending classic Tang Dynasty motifs with rich,  
vibrant colors, it refines and captures the grand spirit of the Tang era.  
This exquisite jewelry embodies profound Eastern charm,  
showcasing the enduring cultural value of Intangible Cultural Heritage.



# CHRONICLES OF TIME

时光典藏



TREASURED HERITAGE  
SPLENDOR OF SONG BROCADE

见宝非遗-华章宋锦

以CNC工艺融合非遗宋锦的锦织肌理与古法黄金工艺  
赋予黄金宋锦般温润柔和、流光溢彩的质感  
钻石点缀，更添闪耀夺目  
传递非遗文化底蕴，彰显黄金工艺的创新审美

Seamlessly blending the woven texture of intangible cultural heritage Song Brocade with ancient gold-crafting techniques through modern CNC precision, this piece endows gold with a texture as soft, gentle, and radiantly shifting as fine brocade. Accented with diamonds for an extra touch of breathtaking brilliance, it delivers the profound depth of intangible heritage while showcasing the innovative aesthetics of modern goldsmithing.



CHRONICLES OF TIME

时光典藏

TREASURED HERITAGE · EXQUISITE  
WOODCARVING

见宝非遗-玲珑木雕

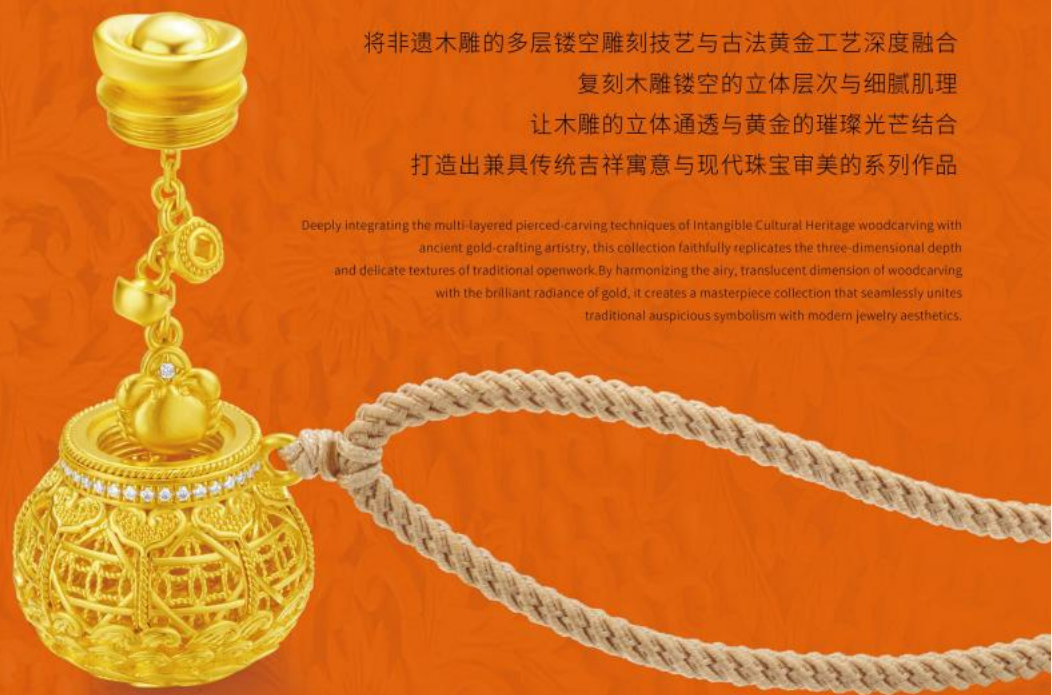
将非遗木雕的多层镂空雕刻技艺与古法黄金工艺深度融合

复刻木雕镂空的立体层次与细腻肌理

让木雕的立体通透与黄金的璀璨光芒结合

打造出兼具传统吉祥寓意与现代珠宝审美的系列作品

Deeply integrating the multi-layered pierced-carving techniques of Intangible Cultural Heritage woodcarving with ancient gold-crafting artistry, this collection faithfully replicates the three-dimensional depth and delicate textures of traditional openwork. By harmonizing the airy, translucent dimension of woodcarving with the brilliant radiance of gold, it creates a masterpiece collection that seamlessly unites traditional auspicious symbolism with modern jewelry aesthetics.





# CHRONICLES OF TIME

## 时光典藏

A masterful fusion of Ru ware's unique intangible heritage glaze and ancient gold-smithing techniques. It faithfully replicates the natural texture and translucent depth of the classic ice-crackle pattern. The warm, understated elegance of the sky-blue glaze perfectly complements the resplendent brilliance of gold, fully embodying the refined grace of Ru porcelain and the gentle, poetic essence of Eastern aesthetics.



### TREASURED HERITAGE SKY-BLUE RU WARE 见宝非遗-天青汝瓷

非遗汝瓷独特釉色与古法黄金工艺精妙融合  
复刻冰裂纹路的自然肌理与通透质感  
天青的温润内敛与黄金的华贵璀璨相互映衬  
尽显汝瓷的典雅风骨与东方美学的温润气韵

# CHRONICLES OF TIME

## 时光典藏

### COLUMN • 柱

顶天立地，柱定乾坤

COLUMN • 柱系列

以柱之坚，筑爱之基

穿越古今，横跨东西

镌刻永恒，铸就不凡

Connecting heaven and earth, anchoring the universe.

THE COLUMN SERIES

With the strength of a pillar, building the foundation of love.

Transcending time, bridging East and West.

Engraving eternity, forging the extraordinary.



# CHRONICLES OF TIME

时光典藏



## COLUMN · 柱

以中西方柱式美学为设计灵感  
经匠心巧思淬炼，凝萃为精美时尚的珠宝臻品

Inspired by the architectural aesthetics of Eastern and Western columns.  
Refined through ingenious craftsmanship,  
it is distilled into a collection of exquisite and fashionable jewelry masterpieces.





# CHRONICLES OF TIME

时光典藏

IMPERIAL WONDERLAND

颐和仙境



贯穿古今打造「皇家婚礼」  
以皇家工艺、皇家美学设计  
以及最高的婚礼规制为核心  
融合传统吉祥纹样  
打造高规制婚庆珠宝  
彰显国潮风范  
尽显珍重之意与尊贵仪式感



## IMPERIAL WONDERLAND 颐和仙境



Transcending time to curate the ultimate "Royal Wedding".  
Centered on imperial craftsmanship, royal aesthetics, and the highest bridal etiquettes,  
this collection infuses traditional auspicious motifs to create high-status wedding jewelry.  
It proudly showcases the grandeur of the "Guochao" (China-chic) style,  
fully embodying deep devotion and a majestic sense of ritual.



IMPERIAL WONDERLAND

颐和仙境

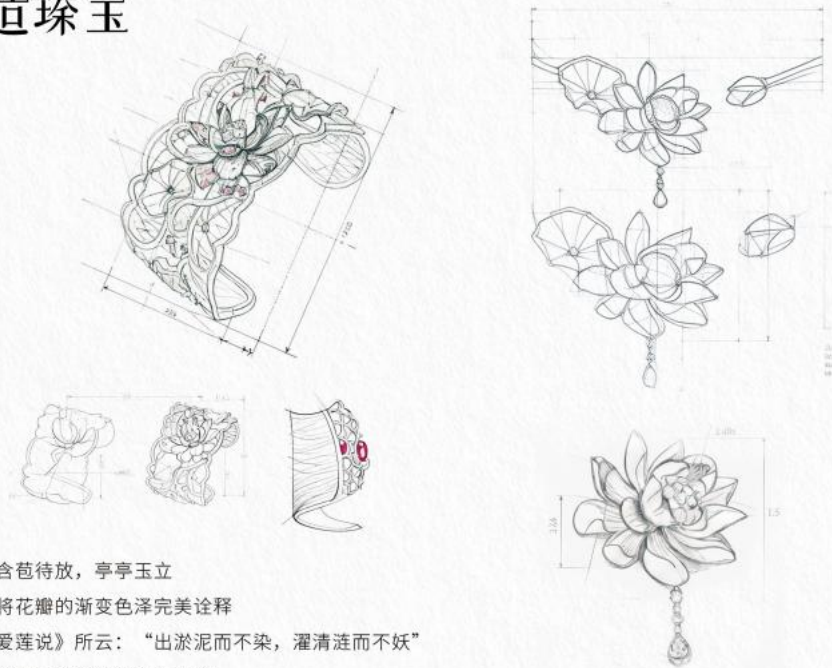
# CRAFTED TREASURES

匠造臻宝



# CRAFTED TREASURES

## 匠造臻宝



映日莲含苞待放，亭亭玉立

红宝石将花瓣的渐变色泽完美诠释

正如《爱莲说》所云：“出淤泥而不染，濯清涟而不妖”

恰如其分彰显女性的独立与自信

Bathed in the sun's glow, the lotus bud stands poised to bloom, elegant and graceful.

Rubies flawlessly capture the delicate gradient of its petals.

Just as Ode to the Lotus praises: "Rising from the mud yet remaining unstained, cleansed by pure ripples yet free from vanity."

It perfectly mirrors and celebrates the independence and confidence of woman.



设计灵感-莲姿旖旎

Design Inspiration: Elegant Grace of the Lotus

2019第四届“天工精制”国际时尚珠宝设计大赛 钻石组 金奖

Gold Award (Diamond Category)

Fourth Supernatural Craftsmanship International Fine Jewelry Design Awards 2019

# CRAFTED TREASURES

## 匠造臻宝



### 设计灵感-鹊起梅枝

Design Inspiration: "Magpie Perched on Plum Branch"

取旗袍立领雅形，以梅枝疏影为骨

红宝缀亮，鹊羽明妍，如意结温润本色尽显

Drawing upon the elegant standing collar of a cheongsam, and taking the delicate silhouettes of plum branches as its foundational framework. Embellished with red gemstones, the vibrant magpie feathers shine brightly, while the ruyi knot accentuates its warm and lustrous essence.

2019国际文创暨

周六福珠宝设计大奖赛专业组 金奖

Gold Award in Professional Groups of 2019

International Creative & ZHOU LIU FU

Jewelry Design Competition

# CRAFTED TREASURES

匠造臻宝





CRAFTED TREASURES

匠造臻宝



# SPACE IDENTITY

## 四季焕彩形象



以春、夏、秋、冬四季为灵感  
提取每个季节的主色调  
通过色系、光影与空间元素的艺术化重构  
衍生出四套独具特色，个性鲜明的空间形象  
凝练时尚美学，彰显雅致品位

Four Seasons Vibrant Visual Image

Inspired by the four seasons of spring, summer, autumn and winter,  
we extract the primary color tone of each season.  
Through the artistic reconstruction of color palettes, lighting,  
and spatial elements, four unique and distinct spatial identities are derived,  
condensing fashion aesthetics and highlighting refined taste.



# SPACE IDENTITY

## 凝光如珀形象



琥珀，是光与时间的凝结

空间以琥珀为设计原点，凝住自然光影，承载珍贵瞬间  
营造沉静而温暖的光感氛围，让美好记忆在此温润生辉

LIGHT FROZEN IN AMBER

Amber is a fusion of light and time. With amber as the design's focal origin, this space crystallizes natural light and shadow, acting as a vessel for precious moments. It cultivates a tranquil, warm, and light-infused ambiance, where cherished memories gleam with a gentle brilliance.



# SPACE IDENTITY

东方文化概念形象——玺古

周六福



玺承古韵，焕新国潮

以中华优秀传统文化底蕴为基，汉字墙营造浓郁历史氛围  
重塑东方古典美学，打造雍容典雅、华贵大气的新国潮文化沉浸式体验空间

Oriental Cultural Concept Visual Image-Royal Antique Design

Royally inheriting ancient charm, revitalizing new Chinese chic,  
and rooted in the profound heritage of fine traditional Chinese culture,  
the Chinese character wall creates a rich historical atmosphere,  
redefining Oriental classical aesthetics.

It builds an immersive experience space of new national trend culture that is graceful, elegant,  
luxurious and magnificent.

# SPACE IDENTITY

## 「吉」文化主题形象

以中华吉祥文化精髓为基  
创意重塑东方吉庆美学  
匠心独运、新潮演绎国风吉饰之魅力  
打造祥瑞圆满、福运绵延的文化沉浸式体验空间

"Ji" Culture Themed Visual Image

Rooted in the essence of traditional Chinese auspicious culture,  
we creatively reimagine the aesthetics of Eastern celebration and good fortune.  
With ingenuity and modern flair, we reinterpret the charm of Chinese-style auspicious jewelry.





# FENS

## JEWELLERY

FENS生长于最具活力和创意的城市——深圳

是以叠戴为主张的精致珠宝品牌

叠戴是自由多元的生活方式，也是自在随心的精神表达

品牌将独特审美与细腻品味注入产品设计，以精致工艺打造多场景实穿珠宝

通过叠戴穿搭方式，呈现现代女性的多面风采，发现自我闪耀的每一面

FENS was originated and raised in Shenzhen — one of the most dynamic and creative cities in China.  
It is an exquisite jewelry brand that advocates the philosophy of "layered wear".

Layered wear is not only a free and diverse lifestyle,  
but also a spiritual expression of living freely and authentically.

The brand infuses its unique aesthetic and refined taste into every design,  
creating versatile jewelry crafted with exquisite craftsmanship for everyday scenarios.

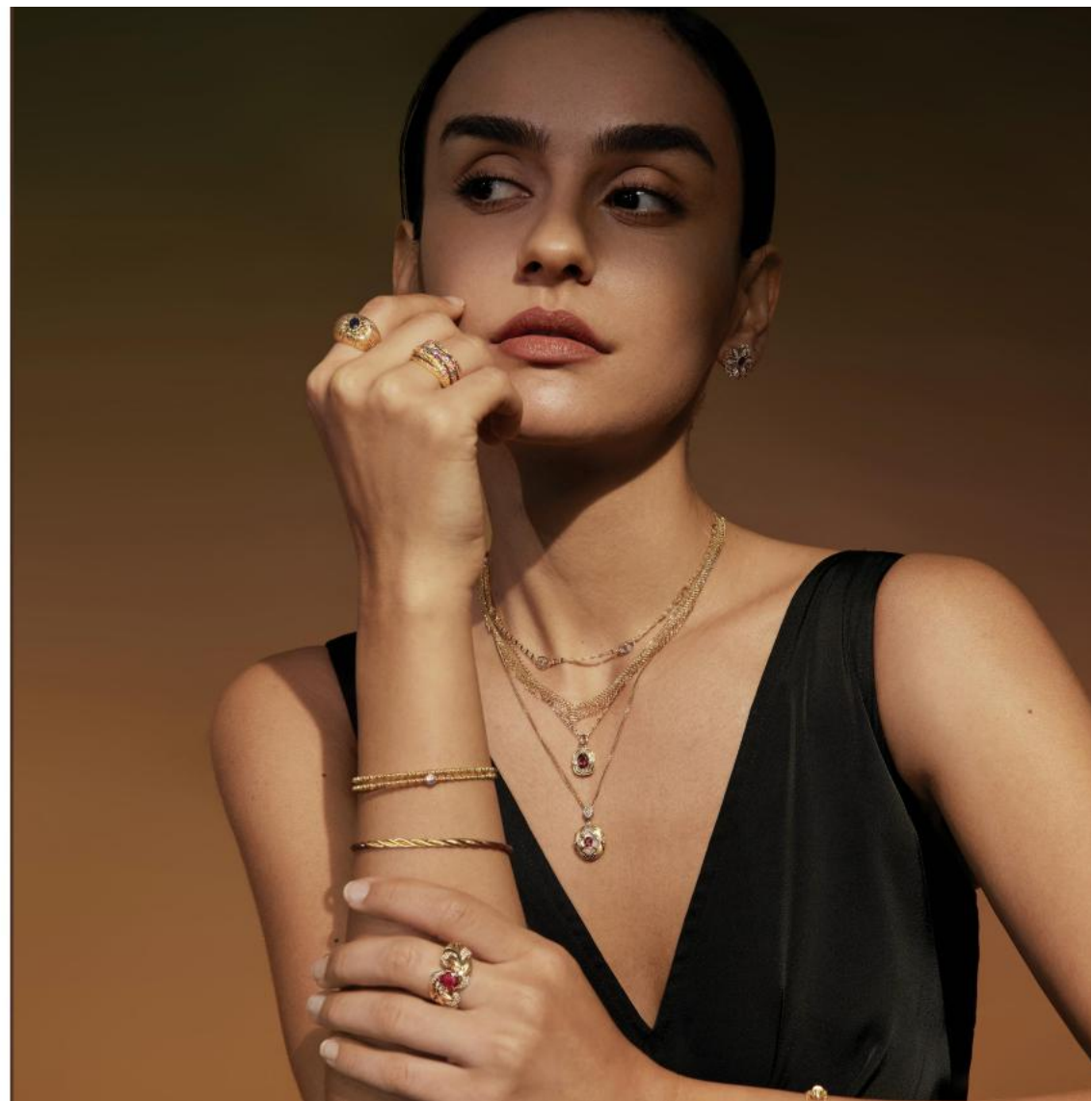
Through the art of layered styling,  
it showcases the multifaceted charm of modern women,  
helping them discover every shining side of themselves.

# A LIGHT LUXURY JEWELRY BRAND

轻奢珠宝品牌

30+都市新锐女性

Modern and aspiring women aged 30+





# BRAND SPACE

品牌空间



# MEDIA & CELEBRITY PARTNERSHIPS

## 媒体艺人合作

Zhu Zhu,  
F Fashion Pictorial,  
Issue in March



朱珠 《F时尚画报》3月刊



王鸥 《F时尚画报》12月刊  
Wang Ou,  
F Fashion Pictorial, Issue in December



杨丞琳 《CHIC小资》1月刊  
Yang Chenglin,  
CHIC!ELEGANCE, Issue in January



周雨彤 《iWeekly周末画报》4月刊  
Zhou Yutong,  
iWeekly Weekend Pictorial, Issue in April



瞿颖 《岛 ISLAND画报》7月刊  
Qu Ying,  
ISLAND Pictorial, Issue in July



薛凯琪  
Xue Kaiqi



Angelababy 《瑞丽》28周年封面  
Angelababy,  
28th Anniversary Cover of Rayli



金晨 《瑞丽》28周年封面  
Jin Chen,  
28th Anniversary Cover of Rayli



卢靖姗 《ODDA》8月刊  
Lu Jingshan,  
ODDA, Issue in August



文咏珊 《瑞丽伊人风尚》7月刊  
Wen Yongshan,  
Rayli Her Style, Issue in July

深圳 深业上城  
广州 K11购物艺术中心  
成都 IFS | 伊藤洋华堂 (高新店)  
重庆 万象城 | 时代广场  
南京 新街口金鹰 | 金鹰世界  
杭州 杭州中心  
武汉 恒隆广场 | SKP  
合肥 银泰中心  
西安 大悦城 | 万象城 | SKP  
郑州 丹尼斯大卫城

SHENZHEN / UPPERHILLS  
GUANGZHOU / K11 ART MALL  
CHENGDU / IFS | ITO YOKADO (STORE IN HIGH-TECH ZONE)  
CHONGQING / MIXC | TIMES SQUARE  
NANJING / XINJIEKOU GOLDEN EAGLE | GE. WORLD  
HANGZHOU / HANGZHOU CENTRE  
WUHAN / HEARTLAND 66 | SKP  
HEFEI / INTIME CENTRE  
XI'AN / JOY CITY | MIXC | SKP  
ZHENGZHOU / DAVID PLAZA

# BRAND STORE

线下门店





# 潮金 CHAO JIN

IN 时尚黄金品牌

秉持以金饰人的理念

依托先进的硬足金技术

采用独特的抛光塑形工序

以“高精工艺”打造黄金产品的差异化优势

通过更前沿的设计语言

专注为现代女性打造符合当下潮流风尚的理想黄金配饰

An IN-style Fashion Gold Jewelry Brand

Upholding the philosophy of adorning people with gold

Leveraging advanced hard pure gold technology

Featuring a unique polishing and shaping process

Creating differentiated advantages in gold products through "high-precision craftsmanship"

With cutting-edge design language

Focused on crafting ideal gold accessories that align with contemporary fashion trends for modern women

# BRAND POSITIONING

## 品牌定位

黄金IN 时尚品牌

增加黄金产品的附加值

更贴合女性日常佩戴场景

以风格化的产品体现品牌差异

IN是浪潮 代表潮金有最符合当下潮流审美文化的设计

IN是创新 代表潮金用最先进前沿的硬足金黄金珠宝工艺

IN是态度 代表潮金勇于打破传统,秉持以金饰人

致力于为现代女性打造最理想的黄金配饰

An IN-style Fashion Gold Jewelry Brand

Enhancing the added value of gold products

Tailored for women's daily wear scenarios

Expressing brand differentiation through stylized designs

IN stands for Trend, representing that "CHAO JIN" delivers designs that perfectly align with contemporary aesthetic culture.

IN stands for Innovation, representing that "CHAO JIN" adopts the most cutting-edge craftsmanship for solid pure gold jewelry.

IN stands for Attitude, representing that "CHAO JIN" dares to break traditions and adheres to the philosophy of "adorning people with gold".

We are committed to creating the ideal gold accessories for modern women.







BRAND SPACE

品牌空间

深圳 K11 ECOAST  
南昌 南昌万象城  
成都 成都万象城  
成都 锦华伊藤洋华堂  
福州 东百爱琴海  
厦门 SM百货

SHENZHEN / K11 ECOAST  
NANCHANG / NANCHANG MIXC  
CHENGDU / CHENGDU MIXC  
CHENGDU / ITO YOKADO (JINHUA BRANCH)  
FUZHOU / DONGBAI AEGEAN  
XIAMEN / SM CITY

# BRAND STORE

## 线下门店



# BRAND ACTIVITIES

◆ 品牌活动

# THE GROWING OF THE GREAT BRAND

## 周六福×大国品牌

自2022年起

连续三年联合打造品牌故事大片

《你的名字》《人生一克》《不止远方》

并于央视CCTV-1热播

立于国家平台,展现年轻时尚的民族珠宝品牌

以创造之力,让世界看见周六福

ZHOU LIU FU × THE GROWING OF THE GREAT BRAND

Since 2022, we have co-produced brand story films for three consecutive years: Your Name, Witness the Golden Moment of Life, and To Future, which have been broadcast on CCTV-1. Standing on a national platform, we showcase a young, fashionable national jewelry brand.

With the power of creation, ZHOU LIU FU graces the world's sight.



# CELEBRITY MEET-AND-GREET

## 「福韵长安」七夕见面会暨新品发布会

代言人黄景瑜亲临活动现场

现场与粉丝亲切互动,深化与粉丝的情感联结

活动登陆微博、抖音双平台热搜榜,强势出圈

实现品牌、商圈、艺人、粉丝多方共赢局面

"Fortune Charm in Chang'an" Qixi Festival Fan Meeting & New Product Launch Event

Brand ambassador Huang Jingyu attended the event in person, interacting warmly with fans on-site and deepening the emotional bond with them.

The event trended on both Weibo and TikTok, gaining widespread attention and achieving a win-win situation for the brand, commercial district, artist, and fans.



ZHOU LIU FU

# STAR FAN MEETING

## 周六福·吉文化主题店开业活动暨明星见面会

全球首家周六福·吉文化主题店

于北京国贸商场盛大揭幕

活动现场，明星王楚然惊喜亮相，为主题店开业助力

此次揭幕，标志着周六福在深耕高端化领域实现关键突破

ZHOU LIU FU • Ji Culture Themed Store Opening & Celebrity Fan Meeting

The world's first ZHOU LIU FU • Ji Culture Themed Store has grandly opened at Beijing China World Mall.

At the event, celebrity Wang Churan made a surprise appearance to support the store's grand opening.

This inauguration marks a key breakthrough for ZHOU LIU FU in advancing its high-end positioning.

承古韵·越东方

NEW IMAGE



中国

# ICE SCULPTURE ART EXHIBITION

## 「见宝非遗」冰雕艺术展

周六福×哈尔滨冰雪大世界

大美东方，冰雪非遗

周六福携手世界级冰雪胜境

融非遗之韵，凝冰雪之美

雕琢独属于冬日的非遗艺术盛宴

解锁限定美学体验



"Treasures of Intangible Heritage" Ice Sculpture Art Exhibition  
ZHOU LIU FU × Harbin Ice and Snow World

Magnificent East, Intangible Heritage in Ice and Snow  
Partnering with the world-famous ice and snow wonderland,  
ZHOU LIU FU blends the charm of intangible heritage with  
the beauty of ice and snow, crafting a unique winter feast  
of intangible heritage art, unlocking an exclusive aesthetic  
experience.

# RENEWAL LAUNCH EVENT

## 「焕新之境·见宝非遗」

周六福2026焕新发布会

品牌于哈尔滨焕新启程，全面焕新的品牌视觉  
以温润琥珀橙诠释陪伴之心

"Realm of Renewal • Treasures of Intangible Heritage"  
ZHOU LIU FU 2026 Brand Renewal Launch Conference

The brand embarks on a new journey in Harbin, with a fully refreshed brand identity.  
The warm amber orange hue embodies the brand's commitment to companionship.  
The "Treasures of Intangible Heritage" product series make its highly anticipated debut.  
Pioneering supermodel Lu Xianren interprets intangible heritage fashion, opening a new chapter of aesthetics with Eastern craftsmanship.



# RENEWAL LAUNCH EVENT

## 「鎏光金脉·非遗焕新」

周六福亮相香港国际珠宝展

匠心打造鎏光金脉珠宝艺术空间，呈现沉浸式美学体验  
重磅演绎「见宝非遗」时尚大秀，风华绽放国际舞台  
深耕文化底蕴，开拓全球视野，持续传递品牌力量

"Radiant Golden Veins • Intangible Heritage Reimagined"  
ZHOU LIU FU Debuts at the Hong Kong International Jewelry Show

Exquisitely crafting the Radiant Golden Veins Jewelry Art Space to deliver an immersive aesthetic experience.

Staging the "Treasures of Intangible Heritage" Fashion Show, shining brightly on the international stage.

Deepening cultural heritage, expanding a global vision, and continuously conveying the brand's power.



# CHINA SWIMMING OPEN

## 「泳动世界 圳起新篇」

周六福·2026年中国游泳公开赛暨全国春季游泳锦标赛

周六福珠宝作为赛事独家总冠名  
将品牌文化与体育精神深度融合  
助力泳坛健将以汗水铸就佳绩，以拼搏定格荣光

"Swim the World, Launch a New Chapter in Shenzhen"  
ZHOU LIU FU • 2026 China Swimming Open & National Spring Swimming Championships

As the exclusive title sponsor of the event, ZHOU LIU FU Jewelry deeply integrates its brand culture with the spirit of sports, supporting swimming athletes to forge outstanding achievements through sweat and seize glory through relentless effort.



# SUSTAINABLE PUBLIC WELFARE

◆ 可持续公益

# FESTIVAL OF ZHOU LIU FU 520 RUN FOR LOVE

周六福520爱跑节 / 公益·健康·时尚

自2017年起

持续举办自建公益IP项目

周六福520爱跑节

因爱同行，十年传承

累计捐赠善款超100万元

Festival of ZHOU LIU FU 520 Run for Love/ Charity • Wellness • Fashion

Since 2017,  
ZHOU LIU FU has persistently run its exclusive public welfare IP project:  
Festival of ZHOU LIU FU 520 Run for Love  
Journeying together with love for a decade of legacy.  
Total donations have exceeded 1 million yuan.



# CARE FOR THE HEALTHY GROWTH OF YOUNG PEOPLE

## 关爱青少年健康成长

### 温暖包

2017 年 — 冬季在贵州黔东南学校分发 245 个温暖包，245 人次困境儿童受益  
2019 年 — 6 月江西洪灾分发 100 个温暖包，6 月长宁地震分发 147 个温暖包，  
冬季贵州学校分发 26 个温暖包，273 人次困境儿童受益  
2021 年 — 冬季在宁夏学校分发 164 个温暖包

### 乡村足球队

2021 年 — 在宁夏 2 所学校开设 4 支乡村足球队  
以上 2 项累计 1668 人次困境儿童受益



### Warmth Kits

2017: Distributed 245 warmth kits to the schools in the Southeast of Guizhou Province during winter, benefiting 245 children in need;  
2019: Distributed 100 warmth kits for the Jiangxi floods in June, 147 warmth kits for the Changning earthquake in June, and 26 warmth kits to the schools in Guizhou during winter; benefiting a total of 273 children in need; and  
2021: Distributed 164 warmth kits to the schools in Ningxia during winter.

### Rural Football Teams

2021: Established 4 rural football teams in 2 schools in Ningxia.  
These two initiatives have benefited a total of 1,668 children in need.



# CLEAN WATER PROGRAM

## 净水计划

在河南平顶山 5 所学校安装净水设备  
并为 1638 名儿童分发水杯  
1638 人次困境儿童受益

Clean water equipment was installed in 5 schools in Pingdingshan, Henan Province, and water cups were distributed to 1,638 children. A total of 1,638 children in need were benefited from the program.

# CHILD SAFETY PROGRAM

## 儿童平安

在重庆、江西、黑龙江等省 14 所学校  
开展 672 节次安全教育课程  
10228 人次困境儿童受益

In 14 schools across Chongqing, Jiangxi, Heilongjiang and other provinces,  
672 safety education courses have been held,  
benefiting 10,228 vulnerable children.



在致力于为消费者提供更好陪伴的同时  
我们始终不忘践行回馈社会的责任

周六福珠宝持续关注公益事业

2016 年设立周六福慈善公益基金

2019 年 3 月清华大学美术学院周六福艺术基金

2019 年 5 月周六福北京中国地质大学教育基金

2019 年 11 月壹基金捐赠

2020 年 5 月世界读书日图书捐赠

2020 年 6 月广东扶贫济困日活动公益捐赠

2023 年 11 月深圳市罗湖区慈善会公益捐赠

2024 年 1 月深圳残友慈善公益平台捐赠

自 2017 年起周六福 520 爱跑节向壹基金持续捐赠善款

While committed to providing better companionship for our customers,  
we have never forgotten our responsibility to give back to society.

ZHOU LIU FU Jewelry has remained dedicated to public welfare undertakings:

Established the ZHOU LIU FU Charity Foundation in 2016

Launched the ZHOU LIU FU Art Fund at the Academy of Arts & Design, Tsinghua University in March 2019

Established the ZHOU LIU FU Education Fund at China University of Geosciences (Beijing) in May 2019

Made a donation to the One Foundation in November 2019

Launched a book donation campaign on World Book Day in May 2020

Public welfare donation for the Guangdong Poverty Alleviation Day in June 2020

Public welfare donation to the Luohu District Charity Federation of Shenzhen in November 2023

Donation to the Shenzhen Canyu Charity Public Welfare Platform in January 2024

Since 2017, the Festival of ZHOU LIU FU 520 Run for Love has made continuous donations to the One Foundation.

# CONTACT US

## 联系我们

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微信公众号



抖音



微博



小红书