

Che Lee Yuen's pure gold dragon and phoenix bangles make an ideal gift for a traditional wedding ceremony.

謝利源打造的千足純金龍鳳鐲，是澳門人婚嫁必備的禮品。



GOLDEN LEGACY

百年金號 | 與時並進 |

Ourivesaria Joalharia Che Lee Yuen has been renowned for its exquisite jewellery across four generations in Macao
憑着精巧的珠寶設計，謝利源金鋪四代以來皆口碑載道

While it is no easy task to keep a family business running, it's quite an achievement to keep a century-old heritage up-to-date. Founded in 1867 during the reign of Emperor Tongzhi in the late Qing dynasty, Ourivesaria Joalharia Che Lee Yuen has endured four generations. The brand has survived decades of change and has overcome international competition, and remains to this day as one of Macao's most trusted Jewellers.

Local jeweller of choice

Che Lee Yuen originally began as a goldsmith atelier-cum-jewellery store nearly 150 years ago. Winning acclaim from celebrities and luminaries in town, it quickly became a household name for its exquisite workmanship and quality. Renowned for its integrity and customer-focused services, Che Lee Yuen has also attracted a loyal following in the wider market.

Stephen Tse, a fourth generation jeweller of the family business, articulates that not only has the business been passed down through four generations, but also has brand loyalty.

要 堅守一輩子的基業，絕非易事；要延續四代人的心血，更是難上加難。於清朝同治六年，即1867年創辦的謝利源金鋪，至今已橫跨三個世紀，歷經四代人共148年的變遷，盡是甜酸苦辣，成功有時，艱苦經營有時，奮勇力拼亦有時。而在2015年的今天，縱然國際品牌不斷進駐澳門，謝利源依然是本地人最信賴的品牌。也許，悠久的歲月就是最好的見證。

澳門人的首選

紮根澳門的謝利源，從開業之始已主力售賣自家打造的金飾。由於品質優秀，手工精緻，名聲迅即傳遍四方，吸引了不少名人商賈到訪光顧。謝利源緊守「童叟無欺，以客為本」的精神，令本澳市民大眾均成為這百年老店的支持者。第四代接班人謝耀宇說：「世代相傳的不單是我們的企業，就連我們的客戶同樣是代代相傳。有不少老人家年輕時已是我們的客戶，現在年紀大了，仍然帶同媳婦或子女來揀選金器，可見謝利源與澳門人已建立了一份深厚的感情。」

他表示，謝利源是澳門金業公會的一分子，公會成員所供應的黃金都會經過成色檢查。在揀選翡翠方面，擁有多年經驗的專業採購人員一直做好把關的角色。



“Renowned for its integrity and customer-focused services, Che Lee Yuen has attracted a loyal following in the market.”

謝利源緊守「童叟無欺，以客為本」的精神，令本土的普羅大眾均成為這百年老店的支持者。

Above left: Jade's natural beauty is enhanced by sparkling diamonds.

Above right: The jade laughing Buddha and guan yin are exquisitely designed by Che Lee Yuen.

左上: 翡翠猶如豐碩果實，配以閃耀鑽石，尊貴非凡。
右上: 笑佛及觀音玉器，玉質通透，造型圓潤慈祥，四周更鑲有鑽石以營造光環效果。

Tse understands that many of the brand's loyal patrons have been with it since the beginning and now many of these patrons come with their family. This testifies to the intrinsic link between Che Lee Yuen and the local community.

Che Lee Yuen offers gold, jade and diamond pieces that's guaranteed to be of the highest quality. As a member of Associacao das Ourivesarias de Macau, the company uses only gold that has passed the association's quality check. The process of selecting jade is done by seasoned lapidary experts.

The process of selecting diamonds is also held to stringent standards. Stones that weigh a half-carat or more are certified by the Gemological Institute

謝利源對鑽石亦有非常嚴謹的要求，如達到半卡或以上份量，都有GIA (Gemological Institute of America / 美國寶石學院) 鑽石鑑定證書。GIA會根據鑽石的形狀、淨度、成色、切工、克拉重量和比例等作出科學鑑定，為消費者提供專業可靠的鑽石品質資訊。

談到最受大眾歡迎的款式，謝耀宇說：「金器在傳統婚禮上尤為重要，一些用以配襯裙褂的設計，如龍鳳手鐲等，都深受歡迎。翡翠玉器則是許多老人家的頭好，造型多以吉祥意象為主題，如觀音、笑佛等，如能配合通透、水分重而顏色均勻正綠的翡翠，更是絕佳。」

開拓年輕人市場

謝利源明白，要吸納年輕高消費者，必須建立另類副線，因此於1997年開設「利源軒RingMaster」，後

of America, which provides authoritative information on the grading of a stone's shape, clarity, colour, cut, carat weight and measurements.

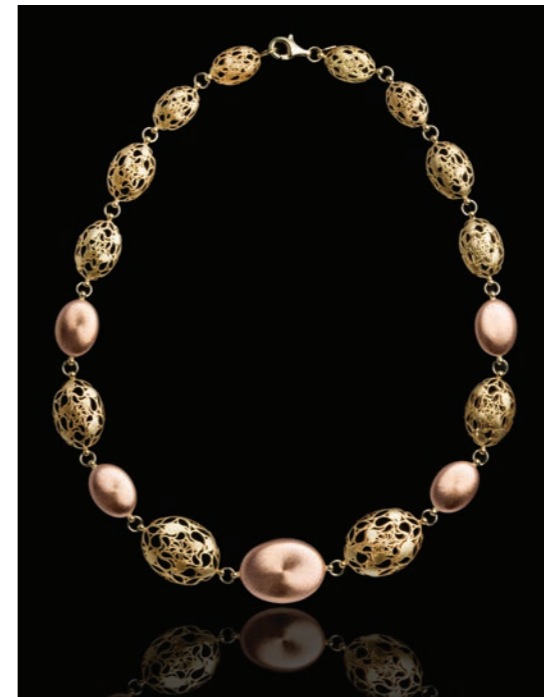
When it comes to the brand's most popular styles, Tse appreciates that gold accessories are indispensable in traditional Chinese weddings. Styles that go perfectly with the traditional wedding dress, such as the dragon and phoenix bangles, are popular. Jade is the jewellery of choice for older customers. Pieces exhibiting exceptional translucence and evenly distributed colours, coupled with the quintessential auspicious design, such as Guan Yin Bodhisattva and The Laughing Buddha, are the most desirable choices.

Appealing to the younger generation

Che Lee Yuen understands the necessity of appealing to young customers, offering designs which appeal to them. This inspired the brand to launch The RingMaster line in 1997, followed by O'Che 1867. Both lines feature East-meets-West styles designed in sturdier more wearable gold, combined with exquisite craftsmanship to make a strong artistic statement that pays homage to the brand's inventive history.

Even sophisticated pearls are given a novel facelift in the jewellers' seasoned artisans.

With a level of workmanship rivaling that of its international counterparts, Che Lee Yuen continues to surprise customers. The company strives to continue its long legacy of success with the opening of two new stores this year, offering its services to a larger customer base and expanding its geographical presence.



來又開創「O'Che 1867」品牌，以歐美及中西融合的款式為主打，並選用較硬身的K金為材料，配合巧妙精細的手工，令每件產品均具巧奪天工之感。K金予人時尚而不落俗套的印象，所以年輕一輩都十分受落。即使是較成熟的珍珠首飾，也能透過工匠的巧手，將設計師的新穎點子完美演繹成精緻的成品，工藝之高絕對不亞於國際品牌。每件產品均能帶來一份驚喜，是謝利源邁向另一成功高潮的關鍵。謝利源業務在不斷地擴展，2015年將開設兩所新店，為來自世界各地的客群服務。

Above left: An elegant gold design. **Above right:** The flawlessly translucent pearls of this necklace are crowned with pear-cut diamonds in a floral design to give a feeling of youthful elegance. **Below:** Inside Ourivesaria Joalharia Che Lee Yuen

左上: 一款典雅金飾 **右上:** 剔透無瑕的珍珠，配以花卉及水滴形鑽石項鍊，盡顯高貴，一洗珍珠予人的老氣之感。 **下:** 謝利源金舖



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