

## 金光璀璨的商機

### All that glitters is gold

九十年代以來，珠寶首飾業就被視作有商機、有發展前景的行業，曾在香港修讀珠寶設計的李紅因此投身這一行，當時便成立了永麗珠寶首飾有限公司，現時作為永麗珠寶首飾有限公司總經理的李紅廿多年來一直以貨精價實、本土設計、自家生產為原則，從事珠寶首飾、擺設、玉石的設計、生產、批發及零售的生意，獲得廣大顧客的信任。

近年來，隨着本澳旅遊業發展暢旺，市中心黃金地段新馬路金鋪林立，為了配合旅客的喜好及需要，永麗珠寶首飾以澳門各處地標名勝為設計主題，打造出各款別緻的立體金飾及玉石擺設，深受旅客歡

A believer in the future potential of jewellery back in the 1990s, Lei Hong decided to take a leap of faith and set up Macau Yong Li Jewelry Company upon completing his studies in jewellery design in Hong Kong. Mr Lei is General Manager of Yong Li Jewelry which he has overseen for more than 20 years now and continues to uphold its principles of offering local jewellery designs at good value that are self-manufactured.

Their scope of business includes designing, manufacturing, wholesaling and retailing jewellery, decorative pieces, and jade stones.

Over the years, Yong Li Jewelry has earned a good reputation from their clients.

With the rapid development of Macao's tourism industry, many jewellery shops have opened in the prime, downtown area near Senado Square. In response to the preference and demand of tourists, Yong Li Jewelry designed a series of 3D gold and jade displays inspired by the historical landmarks of Macao which were well received by tourists.

“Over the years, our pragmatic and innovative design team has pioneered many creative designs and stylish gold displays.



以璀璨炫目的鑽石製成龍的樣子，蘊藏深厚的中國文化

A dazzling diamond dragon piece, reflecting the rich Chinese culture





永麗珠寶首飾以澳門各處地標名勝為設計主題，打造出各款別緻的立體金飾及玉石擺設  
Yong Li Jewelry pioneered the design of 3D gold and jade displays inspired by the historical landmarks of Macao

迎。李紅接受《澳門經貿之窗》專訪時表示：「我們務實創新的設計團隊多年來打造出眾多不同款式的特色金飾，其中，金蓮花、大三巴這兩款更是客人最喜歡的款式。」

整體而言，平均每兩至三個月，永麗便會推出新產品。除了金飾擺設品以外，玉石擺件、水晶精品及純銀餐具均大受歡迎。李紅亦指出，早在 2000 年初期，其設計的自動伸縮銀筷子已在澳門取得了專利認證。時至今日，由永麗開創先河的產品多不勝數，例如使用 3D 打印技術刻印澳門各大地標名勝的大型玉石擺設、相框型的立體金飾展示圖及黑、白鑽石砌成的足球等。

### 「一條龍式」業務

珠寶首飾製作過程的每一個工序都很講究，設計、打版、生產每一環都非常講究，需要精心製作。對永麗而言，每一款飾品背後最少亦需花上兩星期的開發時間，才能投入生產。目前，永麗的主要生產線分別設在珠海及中山的廠房，而澳門亦設有一所工場及一間零售店。李紅展示各項商品時表示：「做生意講求信譽，我們

The most popular among tourists are the 3D gold displays featuring the Golden Lotus and Ruins of St. Paul's," Mr Lei told *Macao Image*.

Every two or three months, Yong Li Jewelry launches a new line of jewellery. In addition to gold, jade, crystal displays, silverware is also popular. Mr Lei said that his company also invented retractable silver chopsticks which have been patented in Macao since the early 2000s.

Many of the products on display are the brainchild of Yong Li Jewelry, including large jade displays with 3D-printed Macao historical landmarks; framed 3D gold displays and a football made of black and white diamonds, just to name a few.

### Integrated business model

A wealth of knowledge is required throughout the process of jewellery making. From design, moulding to production, every step requires absolute precision. For every single piece of jewellery that Yong Li Jewelry

produces from scratch, it takes at least two weeks to develop before any of the products can move forward for production.

Yong Li Jewelry currently has two manufacturing factories located in Zhuhai and Zhongshan, with a workshop and a retail shop in Macao.

"Business is built upon trust and reputation," said Mr Lei while showcasing the various products. "Every piece that comes out of our factory must undergo strict quality control processes in different departments. Over the years, we have sourced premium raw materials from around the world before our Macao, Hong Kong and Italian designers create different pieces in our own factory. By designing and producing products, we can align outputs and uphold the highest quality and consistency of our products."

### Trade platforms spur development

Having their own lines of production means it is possible for Yong Li Jewelry



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永麗珠寶首飾有限公司總經理李紅  
Lei Hong, General Manager  
of Macau Yong Li Jewellery

會確保整個珠寶製作過程能通過廠內各個部門的嚴密檢驗才能出貨。多年來，我們由各國進口上等原材料，由本地、香港及意大利珠寶設計師設計並在自設廠房生產，確保產品的高質量及一致性。」

### 展銷平台有利業務發展

擁有自設廠房讓永麗有條件大規模加工及生產各款珠寶首飾，除了零售外，永麗還批發珠寶及飾品至其他本地、香港和歐洲的商戶。李紅表示，目前批發佔整體生意的六成，團隊能因應客人的要求設計及生產，亦有承接過一些代工生產的訂單，商品暢銷本地與海外。

香港珠寶首飾展覽會是珠寶業界的採購盛事，每次舉行均吸引大量區域及海外參展商及專業買家參與，商機無限。「永麗2018年三月、六月、九月都有參展，希望在批發業務上與更多商戶合作，開拓客源。」李紅表示，除了香港珠寶首飾展之外，過去廿年來，永麗珠寶亦是「澳門國際貿易投資展覽會」(MIF)的常客，「澳門的展覽能提高本地知名度，吸引街坊客；而香港珠寶業界的展覽則能針對全球客戶，兩者方向有別，各有各得着。」隨着粵港澳三地的緊密發展及大灣區經濟發展政策的推行，李紅看好經濟前景，並期望能透過進駐橫琴經濟開發區，在內地市場立足。■



to produce a large scale of items. Beyond retailing their products, they wholesale to other jewellery sellers in Macao, Hong Kong and Europe as well.

Mr Lei said the current volume of wholesale items accounts for approximately 60 percent of the overall business. His team of professional designers has also engaged in original equipment manufacturing, tailored to the needs of clients in design and production. The products are well received in Macao and overseas.

The Hong Kong Jewellery and Gem Fair is "the fair" for any professional dealer in the industry. Each year, this event attracts a huge volume of regional and overseas exhibitors and professional buyers and leads to many business opportunities. "In 2018, we went to the fair in March, June and September," Mr Lei said. "Our goal is to partner with potential business buyers to further our business in wholesaling."

Besides being a frequent participant at the Hong Kong Jewellery and Gem Fair, Yong Li Jewellery has also been an exhibitor at the annual Macao International Trade and Investment Fair (MIF) over the past 20 years. "MIF is a great opportunity to promote our brands to local customers, while the Hong Kong Jewellery and Gem Fair is targeted for more global customers. Both fairs offer different things, but they both lead our businesses in the right direction," Mr Lei said.

With even closer economic ties between Guangdong, Hong Kong and Macao and the implementation of the Guangdong-Hong Kong-Macao Greater Bay Area policies, Mr Lei believes in a bright, economic future. He looks forward to entering the Mainland China market by setting up business in the Zhuhai Hengqin Economic Development Zone in the near future. ■