



## **BOUCHERON AND SPARKLE ROLL GROUP LIMITED ANNOUNCE AGREEMENT FOR DEVELOPMENT PLANS FOR THE PRC MARKET**

For Immediate Release

Hong Kong, (October 27<sup>th</sup>, 2009) – Boucheron the French High Jewelry House and Sparkle Roll Group Limited, mainly engaged in distribution of top-tier luxury goods in the People’s Republic of China, announced an agreement to develop Boucheron in the region.

They will build up a network of 6 to 10 Boucheron stores over the next 5 years. Effective immediately, Sparkle Roll Group Limited will take over the Shanghai store situated in Plaza 66. The first flagship store is set to be established in the prime location in Beijing early next year.

Mr. Ivan Tong, Chairman of Sparkle Roll, said, “The Group is honored to be working hand-in-hand with such a renowned French top-tier jewelry brand Boucheron in the PRC. The partnership is strategically important for Sparkle Roll’s business as we have already secured the distribution of three ultra luxury automobiles and three super deluxe branded watches in the PRC, the successful recruitment of Boucheron has kick-started the final phase of our ‘3.3.3’ model.”

Jean-Christophe Bédos, Chief Executive Officer of Boucheron, commented: “With their unique ability to bring luxury to the region, Sparkle Roll is the ideal partner to help us develop and strengthen Boucheron’s presence in China. Our aim is to become the ultimate French jeweler in the region.”

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### **About Boucheron**

A French family dynasty founded by Frederic Boucheron in 1858, the House has ceaselessly seduced the most discerning, drawing them in with the world's most beautiful and precious creations. Over the decades four generations of the founding family have guarded the Boucheron legacy, a commitment that has continued under the Gucci Group within P.P.R., which bought the company in 2000 and celebrated the House's 150<sup>th</sup> anniversary last year.

With a clientele of movie-stars writers, artists, maharajahs and magnates Boucheron has always appealed to those who are as famous and fabulous as its jewelry. Patrons of the company have included Royalty: Maharajah Sir Bhupindar Singh of Patiala, Riza Shah Pahlavi, Czar Alexander III, Queen Farida of Egypt, Queen Rania of Jordan. Affluent American families: The Astors, the Vanderbilts and the Rockefellers. As well as legendary film stars: Greta Garbo, Rita Hayworth, Marlene Dietrich and more recently Nicole Kidman, Cameron Diaz, Katie Holmes, Julianne Moore and Anne Hathaway.

Boucheron takes much of its jewelry inspiration from the natural world with the serpent being a particular House favorite. Currently there over 45 Boucheron boutiques worldwide and an e-commerce site for jewelry connoisseurs wherever they may reside.

### **About Gucci Group**

Gucci Group N.V. is one of the world's leading multi-brand luxury goods companies. Through the brands Gucci, Yves Saint Laurent, Bottega Veneta, Alexander McQueen, Balenciaga, Boucheron, Sergio Rossi, Stella McCartney, the Group designs, produces and distributes high-quality personal luxury goods, including ready-to-wear, handbags, luggage, small leather goods, shoes, timepieces, jewellery, ties and scarves. Also, under license from global industry leaders, eyewear and fragrances, cosmetics and skincare products. The Group directly operates stores in major markets throughout the world and wholesales products through franchise stores, duty-free boutiques and leading department and specialty stores. Gucci Group is owned by PPR, a global player in retail and luxury goods. Shares in PPR are traded on the Euronext Paris (# 121485, PRTP.PA,PPFP).

### **About Sparkle Roll Group Limited**

Sparkle Roll Group Limited (SEHK: 970) is currently listed on the Hong Kong Stock Exchange and principally engaged in the distributorships of top-tier luxury goods, including ultra luxury automobiles such as Bentley, Lamborghini and Rolls-Royce in Beijing; exclusive distributorships of super deluxe branded watches Richard Mille, DeWitt and Parmigiani in the PRC; as well as comics publishing and the multi-media development business in Hong Kong and the PRC.