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An enduring tradition

WEDDING trends may change from time to time, but gold jewellery remains an essential element in traditional Chinese weddings.

For centuries, parents and family members gifting gold jewellery to newlyweds during the tea ceremony as a blessing to the couple has been a practice carried out across all Chinese dialect groups.

"Many people, especially the younger generation, lack knowledge of these customs so we want to keep this tradition alive through Wah Chan's wedding jewellery boutique.

"We also pride ourselves on being the first in the market to have such a retail concept specialising in gold jewellery for both the bride and groom," said Wah Chan Consolidated Sdn Bhd marketing communications and business development senior manager Joyce Tan.

The Dragon and Phoenix bangles are commonly given to the bride in pairs by parents, in-laws and close relatives, symbolising the eternal love and affection of the couple.

"The dragon represents the groom and success while the phoenix symbolises the bride and graciousness.

Together, they create unity and balance," said Wah Chan Consolidated Sdn Bhd sales manager Moi Kim Fui, adding that the bangles are often passed down from generation to generation.

There are over 100 pairs of these sophisticated bangles, ranging from traditional to modern designs with different types of finishing available for customers to choose from.

Si Dian Jin, which translates to "four items of gold", is a wedding betrothal gift traditionally given to the bride by her mother-in-law as a blessing of prosperity after marriage into the family.

"This significant four-piece set comprises a necklace, ring, bracelet and a pair of earrings.

It also means that the bride will be well taken care of as part of the family," said Tan, adding that the custom is widely practiced even today, especially by the Hokkien and Teochew dialect groups.

Among the Si Dian Jin collection is the Flower Blossom range, which also stands for the blossoming love of the newlywed, perfect for those who prefer subtle designs.

A local jewellery brand keeps tradition alive with a gold collection for wedding couples.

The intricately-crafted Phoenix collection is the masterpiece under the Si Dian Jin collection, and is limited to only one set, available exclusively at Wah Chan's wedding jewellery boutique.

Another highlight is the Nine Treasures box which symbolises a harmonious and blissful marriage.

"It is not just another jewellery box; it contains eight auspicious ornaments crafted based on the essence of Chinese traditional wedding customs and, together with the box, it sums up to a total of nine treasures," said Moi.

The exquisite ornaments include the all-well scale, union mirror, happiness basket, prosperous scissors, abundance abacus, devoting pairs, auspicious combs and everlasting ruler.

"Each ornament bears a special meaning. For instance, the abacus blesses the newlyweds with capable financial management so they will prosper in the future," added Moi.

Other symbolic collections include The Sow of Abundance, bestowed on the bride by the older generation for an abundance of posterity.

"Sometimes we have grandmothers coming in to buy it for their granddaughters just so they can hand it over while they still can," said Tan.

Apart from the bride's collections, there are pendants, chains and rings for the groom as well.

"Popular pendant designs include the dragon pillar, abacus and laughing Buddha," said Moi.

In addition to the gold content,



The intricately-crafted Phoenix necklace features detailed hand-finishing.

retail prices are also based on workmanship.

"The more details a design has, the higher the cost of workmanship.

Most of the wedding jewellery pieces here are made from 999.9 pure gold, which requires skills and extra care to handle as it is softer compared with 916 gold," said Tan.

The jeweller has been working with some of the best goldsmiths in Hong Kong to produce some of the finest and detailed pieces.

In addition, an extensive range of earrings, rings, pendants, necklaces, bracelets and bangles are also available to cater to the other jewellery needs of customers.

"Besides being part of a tradition, people are also buying gold jewellery for its monetary value and passing it to their children for future investment," concluded Tan.

Wah Chan's wedding jewellery boutique is located in Section 14, Petaling Jaya. For details, call 03-7955 8321.



The Nine Treasures symbolises a harmonious and blissful marriage.



Popular pendants for grooms include the dragon pillar, abacus and laughing Buddha. — Photos: SAMUEL ONG/The Star



Fashion flash

Cara Delevingne heads new campaign

PUMA has confirmed Cara Delevingne as the face of its new "Do You" campaign.

The sportswear giant had been teasing the news for days, posting photos of the supermodel with her face obscured to its Instagram account in the run-up to the announcement.

Last week it confirmed the rumors by publishing a photo of

the British star facing the camera wearing a crop-top, high-rise underwear and a baseball cap from its range.

Delevingne wasn't the only celebrity involved in the campaign shoot – she was directed by the brand's most famous asset, Rihanna, in her capacity as women's creative director. – AFP Relaxnews