

AARON SHUM



AARON SHUM

Our History

Stepped out to Saudi Arabia at the age of 21 in 1978, from selling building materials such as **sand, blocks and aggregate** to selling jewelry, diamonds and trading business.



AARON SHUM

Golden Opportunities

Trading items cover handicrafts, furniture, carpets, clothes, shoes etc, and of course also include jewelry. Opened 8 LIFESTYLE/CHINA TOWN stores in Saudi Arabia.



AARON SHUM

Crisis everywhere

Kung Fu shoes get into big trouble

- In 1984, selling Chinese Kung Fu shoes and created a fashion trend in Saudi Arabia. Unfortunately this caused my life in danger, due to anti slippery lines on the sole of the shoes coincidentally resemble the word “Allah” in Arabic causing 30 thousands people stepping on it.



Crisis everywhere

Religious police arrested for selling carpets



Sponsor seized the whole business



As a foreign businessman, we must understand the local culture and religion of the market.

AARON SHUM

A new start in Dubai with empty hands

To move **LIFESTYLE**
Arts & Fine Jewelry from Saudi Arabia which started in late 80s to UAE in 1997.



Saudi Arabia in late 80s



Reopened LIFESTYLE in Dubai in 1997

- Home declaration
- Jewelry

AARON SHUM

- A huge company in the Middle East sold similar home decorations under the same name “Lifestyle” without our consent.

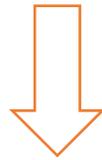


AARON SHUM

- After struggling and competing **LIFESTYLE** Arts & Fine Jewelry had to give up its business in home decorations and focus on its jewelry and watch business
- Rapid development: There are now over 30 jewelry retail outlets in the Middle East

(late 80s to 2007)

LIFESTYLE
Arts & Fine Jewelry



(2007)

LIFE Style
FINE JEWELRY



AARON SHUM

Retail business – The largest Chinese-owned jewelry chain store in the Middle East



Marina Mall, Abu Dhabi

AARON SHUM



Al Wahda Mall, Abu Dhabi



City Center, Sharjah



Ramli Mall, Bahrain



Butatta Mall, Dubai

AARON SHUM

Wholesale business – Set up the regional HQ in the Middle East

The regional HQ in the Middle East was founded in October 2010 to strengthen the business development strategy in the Middle East region.

NATION/REGION

Aaron Shum opens ME HQ in Gold Land Dubai

Staff Report

Leading jewellery wholesaler, Aaron Shum Jewelry, has announced the opening of its Middle East headquarters in Dubai at Gold Land. The new office-cum-showroom will feature an exquisite collection of jewellery and time pieces from Aaron Shum Group.

Aaron Shum has a strong business imprint across the world with an established presence in Hong Kong, Japan, Europe, USA, Australia and China. The Dubai operations will serve as Aaron Shum Jewelry's hub for the entire Middle East region and beyond.

With a strong manufacturing base in China and an international design team, Aaron Shum Jewelry adheres to the latest in manufacturing techniques and has many patents to its credit in jewellery design and production.

The company has a well-experienced design team and creates unique fashion jewellery pieces based on the latest market trends.

ALL THAT GLITTERS



Iron Shum Jewelry International Jewellery Wholesaler, has its Middle East regional operation at Gold Land. The group has launched with a showroom featuring a exclusive designer and luxurious pieces, said a member of the group. Aaron Shum, Chief Executive Officer of Aaron Shum Jewelry, said, "With the opening of our Middle East regional operations in Dubai, we are expanding our presence and will embark on a regional expansion strategy." He added, "Dubai operations will be the brand's regional hub for the entire Middle East region and beyond." He said, "The company has a strong business imprint across the world with an established presence in Hong Kong, Japan, Europe, USA, Australia and China," he added.

Aaron Shum pointed out, "Over the past decade, Aaron Shum Jewelry has forged strong relationships with gold and jewellery retailers, designing and manufacturing exclusive jewellery brands for several leading retailers in the Middle East."

According to him, all the collections showcased at the Dubai showroom are underscored by design aesthetics and elegance that meet technical sophistication and perfection.

"The new office will enable us to meet the growing demand from the region, and also offer retail customers the opportunity to source our world-renowned brands of jewellery and time pieces," he said.

"Our Dubai showroom will uphold the characteristics that make the Aaron Shum Jewelry brand distinct- high quality, superior value and unmatched design excellence- all offered at direct factory rates," he elaborated.

"The opening of the new office-cum-showroom offers the opportunity to source the huge collection of jewellery and time pieces here in Dubai at factory rates," said Aaron Shum.

"Our Gemtique collection features gemstones and jewels, set in variants of 18-carat white, rose and yellow gold. The vivid coloured genuine gemstones are cut and polished by Swarovski. La Posy Collection also blends coloured gemstones and jewels, and reflects the distinctive quality and superb cuts that Aaron Shum Jewelry has developed," he added.

AARON SHUM

Guinness World Records Title Holder



AARON SHUM

Guinness Book of World Records

by *Coronet*
冠玲瓏



Most Diamonds set on
Sunglasses
3,088 Diamonds, 16.95 cts



Most Diamonds set on a
Watch
15,858 Diamonds, 50.01 cts



Most Valuable Guitar
USD 2 Million, 400 cts Diamonds



Most Jewels set on a
Guitar
16,033 Jewels



Most Diamonds set on a
Lipstick Case
2,216 Diamonds, 18.6 cts



Most Diamonds set on a
Mobile Phone Case
6,576 Diamonds, 16.95 cts



Most Diamonds set on a
Handbag
9,888 Diamonds, 120 cts



Most Diamonds set on a
Toilet
40,815 Diamonds, 334.68 cts



Most Valuable Golf Club
USD 318,658



Most Jewels set on a
Scepter
3,003 Jewels, 159.3 cts

AARON SHUM

Most Valuable Guitar well received by the Prime Minister and royal family



AARON SHUM



The Jackson's performance with most valuable guitar in Hyde park with 40,000 audiences at BBC prom



AARON SHUM



*Most Valuable Guitar with Mario Lopez
at Universal Studios Hollywood*



AARON SHUM



*Most Diamonds Set on a Handbag
Exhibited at Coca-Cola flagship
store in Las Vegas*



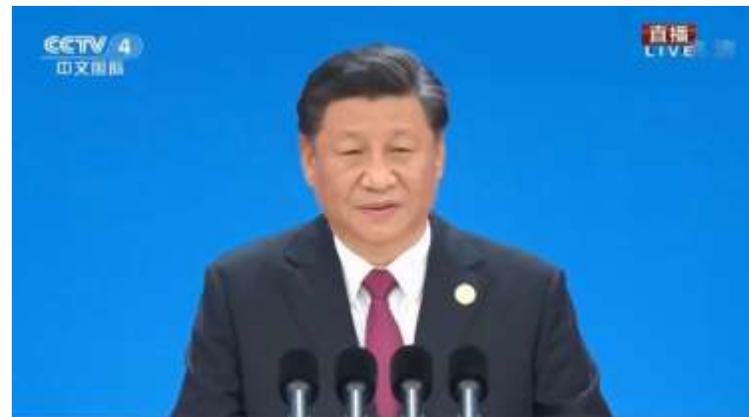
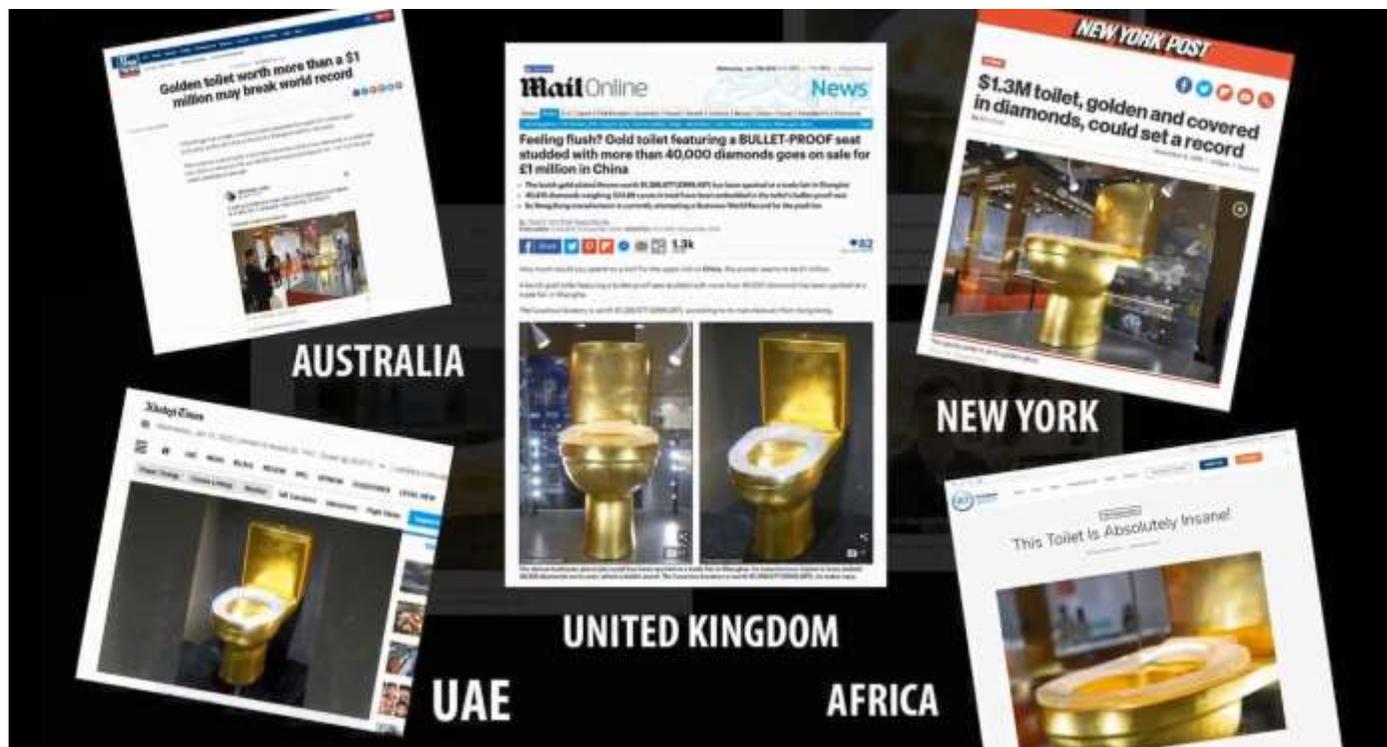
AARON SHUM

*Most Diamonds Set on a Watch modelled by
Miss Switzerland*



AARON SHUM

Most Diamonds Set on a Toilet at Shanghai Import Expo 2019

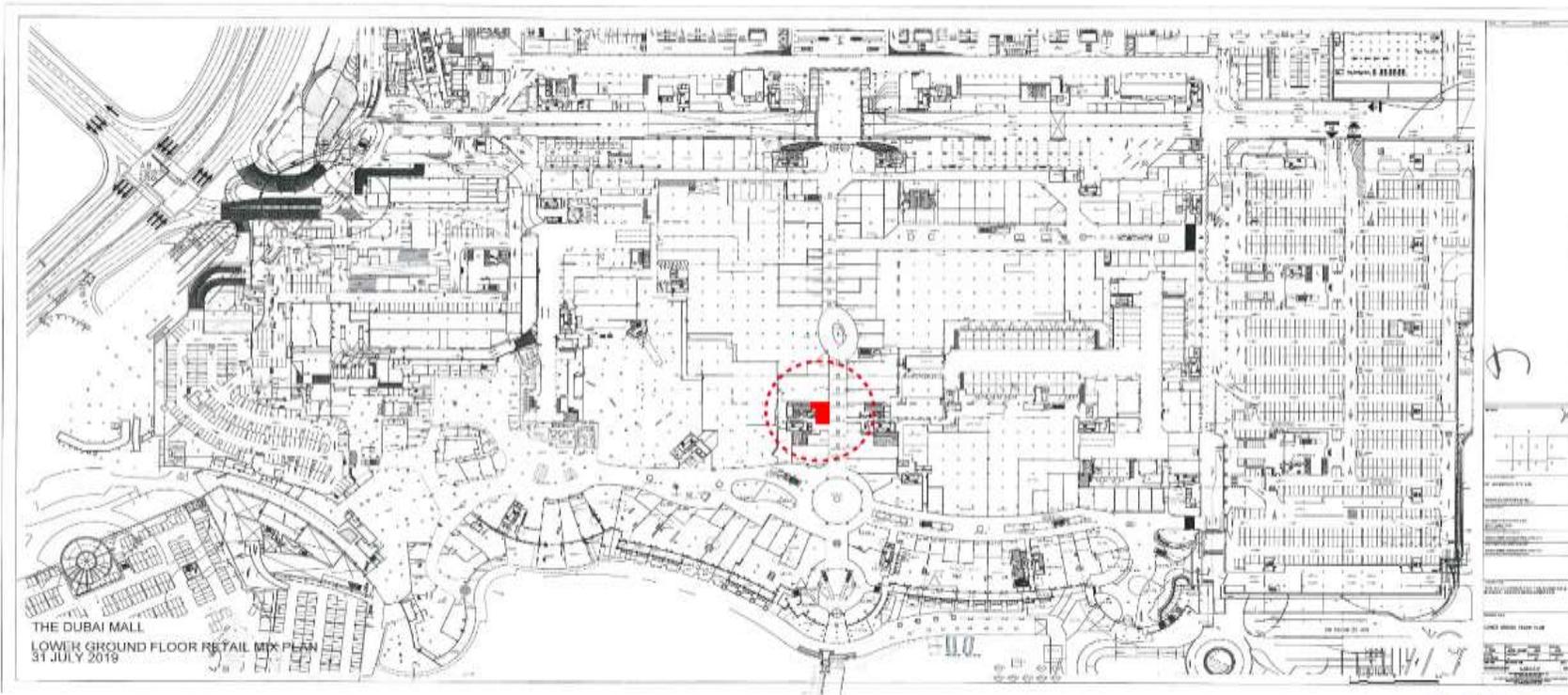


10 Guinness World Records Presentation



AARON SHUM

Coronet Amazing Museum Entering Dubai Mall in December 2020



AARON SHUM

Thank you!