

## Dragon Boat Festival lifts jewellery sales in Guangdong

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Jewellery sales in several shopping malls in Yuexue and Tianhe districts in Guangdong Province, southern China's economic centre, surged on June 2, local Chinese newspaper *Guangzhou Daily* reported.

The traditional Chinese Dragon Boat Festival fell on June 2 this year. According to the report, sales were largely driven by solid demand for bridal gold jewellery.

Gold dragon and phoenix bangles, and gold necklaces weighing less than 10 grams were favoured by consumers. Most of the pieces were priced between RMB 3,000 (\$480) and RMB 4,000 (\$640), Zhang Shibo, general manager of KINJEW Jewellery at Guangzhou Grandbuy shopping mall, told the newspaper. Gold bracelets and gold pendants were also popular among customers, he added.

Several jewellery companies, however, reported a drop in sales volume compared with the same period last year, the report added.



(File photo) Gold bangles

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By Anthony DeMarco