

April 17, 2006

Sojitz Cororation  
Sojitz Jewelry Co., Ltd.

## Sojitz Jewelry to Launch its Original 'Hanamori' Brand

### Making the Flowers that Monet Loved into Jewelry

Sojitz Group company Sojitz Jewelry Co., Ltd. (Head office: Higashi Ueno, Taito-ku, Tokyo; Representative: Kazuma Ito), which company is engaged in the manufacture, wholesale, and import-export sales of precious metal jewelry, will commence sales of the in-house developed jewelry brand 'Hanamori' at nationwide department stores and stores specializing in jewelry and watches. The company aims to increase the number of sales outlets to 80, with target sales of 300 million yen in the fiscal 2008.

Using as its motif the flowers loved by master impressionist painter Claude Monet (1840 - 1926), the 'Hanamori' brand, which uses techniques from Japan's best jewelry craftsman, offers delicate high-quality, elaborately finished jewelry.



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|----------------------------------|-------------|
| 1) Monet's Roses (clip earrings) | 170,100 yen |
| 2) Monet's Roses (pendant)       | 157,500 yen |
| 3) Pansy (pendant)               | 138,600 yen |
| 4) Pansy (ring)                  | 132,300 yen |
| Tax-included prices              |             |

**HANAMORI**  
PRODUCED BY CAPRICIOUS

'Hanamori' designs use as their motif the flowers that grow in Monet's garden in Giverny, a suburb of Paris. At the age of 43, Monet moved to Giverny and created a beautiful garden there. Monet, who was deeply attached to nature, kept painting using the flowers and water in the garden as his motifs, and produced a great series of paintings of lotuses in his later years.

From the many flowers growing in Monet's garden, 14 species have been carefully selected for the 'Hanamori' brand, including the lotus, rose, margaret and primrose, and are made into diamond jewelry using such flowers as motifs. The product lineup consists of a total of 35 styles of pendant necklaces, rings, clip earrings and pierced earrings.

### **[Outline of Products]**

Materials: 18k white gold, 18k yellow gold, 18k pink gold, diamond, sapphire

Items: Pendant necklace, ring, clip earrings, pierced earrings

Price: ¥50,000 - ¥200,000 (core price ¥150,000)

### **[Outline of Sojitz Jewelry Co., Ltd.]**

Establishment: 1989

Head Office: 5-1-5 Higashi Ueno, Taito-Ku, Tokyo

Representative: Kazuma Ito/President

Capital: ¥209 million

Major capital investor: Sojitz Corporation (83%)

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