



ON CHEONG  
JEWELLERY

*Timeless treasures at*  
ON CHEONG *jewellery*



DISTINCTIVE AND EXCLUSIVE - THESE TWO WORDS BEST DESCRIBE ON CHEONG JEWELLERY'S BEAUTIFUL DESIGNS. RENOWNED FOR ITS RICH FAMILY HISTORY - THE REASON FOR THE SUCCESS OF ITS WIDE SELECTION OF FINE PIECES - ON CHEONG JEWELLERY WOULD NOT HAVE BECOME WHAT IT IS TODAY WITHOUT THE HO FAMILY LOVE FOR JEWELLERY.

The Ho family, originally from China went through the Japanese invasion - an event which eventually brought them to Singapore 70 years ago. After World War II, they opened their first On Cheong Jewellery store in Bugis, followed by two other goldsmith shops - Kwong Yik Goldsmith and NanJing Goldsmith, making its name in gold. Over the decades On Cheong Jewellery widely expanded its business but still kept its core family business alive in Chinatown.

As you step into the new On Cheong Jewellery store, you will enjoy the excellent and professional service of On Cheong's dedicated employees who have been on staff since the 1950s.

Always cheerful, they are always ready to serve the needs of their customers with their abundant knowledge and years of experience in jewellery. Many longtime customers are treated like family at On Cheong.

Seventy years on, On Cheong Jewellery is still going strong. With its great service and quality gems, it has developed a big base of regular clients and won new ones with its modern jewellery creations. Appealing to young executives and soon-to-be newlyweds, their modern designs bridge the gap between traditional quality and cutting-edge style. On Cheong also makes very limited



quantities of each design, so every piece is practically made-to-measure. Their collection includes an array of super-luxurious necklaces, charming earrings and shimmering rings accented with diamonds. Their distinctive pieces have enhanced customer's loyalty.

Jade is On Cheong's signature gemstone, and here you will find jade like you have never seen it before. Available in green, red, golden, lavender and white, On Cheong interprets jade in a modern way – each piece exudes class and is a conversation starter.

For women who love their coloured stones, On Cheong Jewellery offers emerald, ruby and sapphire in a myriad of cuts and designs, crafted for those with taste for originality. And for the traditionalist, On Cheong has pearls and diamonds – perennial favourites. If all you are looking for is the perfect pair of wedding bands, you will appreciate On Cheong's dazzling range of choices.



On Cheong Jewellery can also create one-of-a-kind pieces for you. Their in-house designers will meet with you to conceptualise these handmade pieces that contain your personal touch and meet your budget. Such customised pieces take about three weeks, from the point of design to delivery.

While On Cheong Jewellery began as a premier goldsmith in Singapore, today, the name "On Cheong" brings to mind contemporary jewellery for both men and women.

For On Cheong, jewellery must have a strong design element, whether tradition or modern. It is of great importance to have strong roots but an eye for new designs – it is what has sustained On Cheong all these years. As their tagline declares, On Cheong is all about "Elegant creations for timeless appreciation".

