



# RENAISSANCE GLOBAL LIMITED

(FORMERLY RENAISSANCE JEWELLERY LIMITED)

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## **‘ENCHANTED DISNEY FINE JEWELRY’ COLLECTION EXPANDS INTO MAINLAND CHINA WITH RETAILER PARTNER LAO FENG XIANG**

May 24, 2021: Renaissance Global Limited (RGL) is delighted to announce its partnership with the second largest Chinese jewelry retailer Lao Feng Xiang (LFX) for the Chinese market for the introduction of its highly successful “ENCHANTED DISNEY FINE JEWELRY COLLECTION”. We have commenced operations in China by shipping our first order to LFX.

This synergistic alignment is of great importance to RGL as it introduces Disney licensed brands for the first time to the immense Chinese market.

Enchanted Disney Fine Jewelry is a collection of diamond, gold and gemstone jewelry inspired by the romance of Disney fairy tales. The collection celebrates Happily Ever After with jewelry inspired by Disney Princesses and Villains, Frozen and Tinker Bell.

“Mainland China is a huge market and we believe that garnering even a small market share of the Chinese market would be a huge opportunity for us. With this beginning we are putting one more pillar of growth for our company,” said Mr. Sumit Shah, Vice Chairman & Global CEO, Renaissance Global Limited.

Lao Feng Xiang established in 1848 is Mainland China’s oldest jewelry brand. Lao Feng Xiang operates over 3,000 stores worldwide, including stores in almost every province in Mainland China and in Hong Kong, New York City, Sydney and Vancouver.

RGL has planned an omni-channel (online and offline) approach for the Chinese market that will soon be implemented as a sales driver.

### **About Renaissance Global Limited:**

Renaissance Global Limited is a highly differentiated luxury lifestyle products company. It is a global jewelry company focused on distribution and manufacturing of customer brands and supplier of licensed branded jewellery through its licensing agreement to sell “Enchanted Disney Fine Jewelry” and “Heart of Hallmark” jewellery collections. The company has long-standing relationships with marquee global retailers like Amazon, Argos, Helzberg, Malabar Gold, Signet, WalMart, Zales Corp. etc. The Company has successfully expanded its product portfolio, backed by strong design capabilities, offering a wide range of studded jewelry namely Diamond Fashion, Diamond Bridal, Gemstone Jewelry in line with latest fashion trends. The company has diversified operations across key markets in USA, UK & Middle East with its global marketing presence through own subsidiaries and via strategic acquisitions over the years.