



CAO FINE JEWELLERY



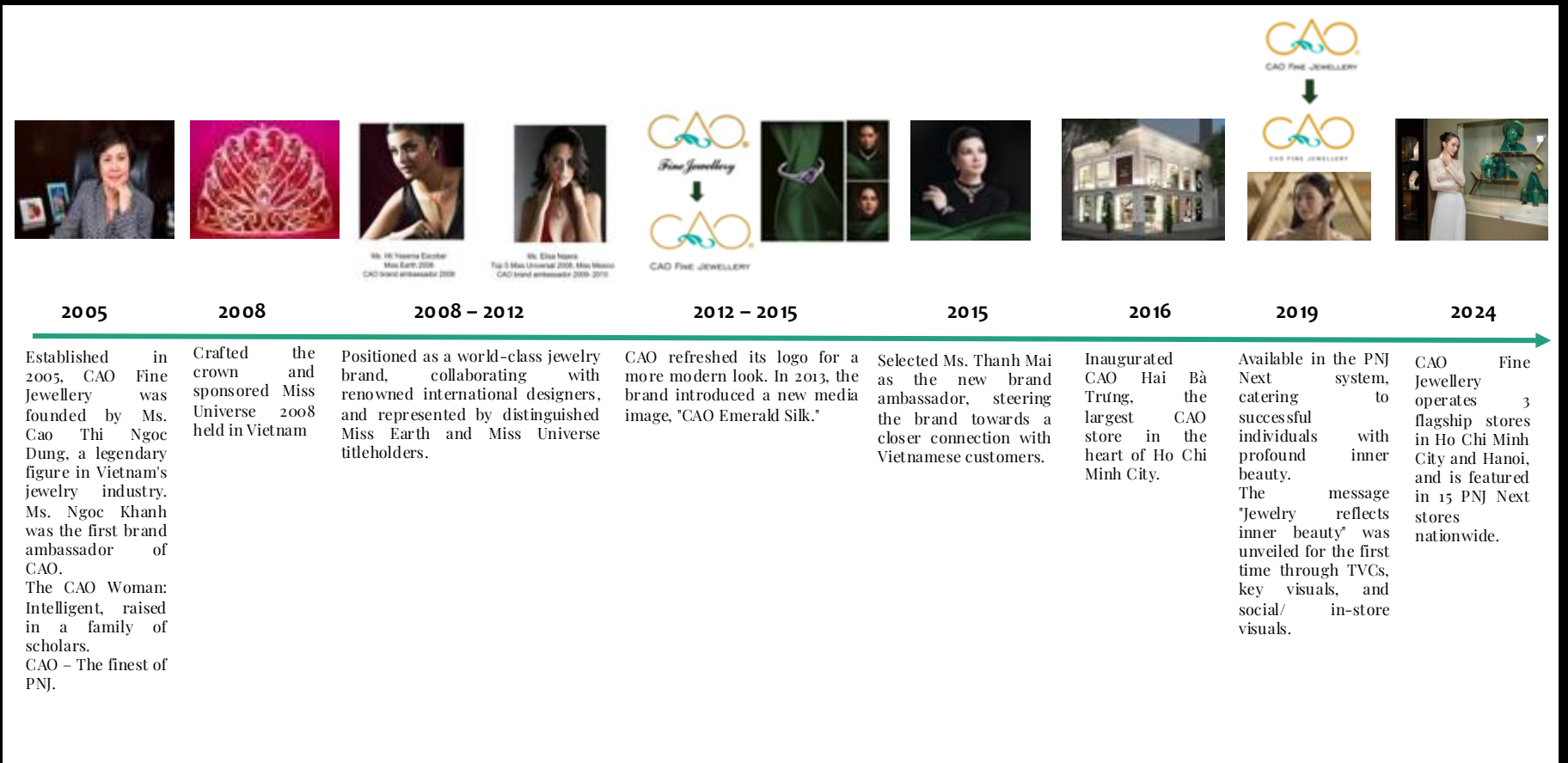
CAO FINE JEWELLERY

*The CAO logo is a stylized representation of the
"Golden Branch with Jade Leaves" symbol*

CHOICE OF
THE ABSOLUTE ONE

CAO FINE'S 19 YEARS JOURNEY

A JOURNEY OF RENEWAL AND GROWTH, REACHING NEW LEVEL



THE GREAT ACHIEVERS

36- 45yo

- They are C- level, Business owner, Professionals, Inheritors.
- They established themselves in their careers and have disposable income for discretionary purchases.
- They maintain strong social networks and enjoy socializing with friends and family.
- Work-Life Balance: They juggle careers with family commitments and seek ways to express their individuality and success.
- Focus on classic and elegant pieces with enduring value. Jewelry can also be a status symbol reflecting their achievements and reflect their refined taste

*"Yêu bản thân
là công nhận những nỗ lực
của chính mình"*

AT CAO, WE DON'T JUST SELL JEWELRY,
WE OFFER WORKS OF ART





CAO FINE's WORKS OF ART

are meticulously crafted by the hands of Vietnam's finest goldsmith, blending Eastern cultural inspiration with contemporary Western design, and featuring the rare gemstones selected from around the world, CAO FINE JEWELLERY's masterpieces transcend mere jewelry, they are artistic creations we are proud and devoted to bringing to you.

CAO FINE JEWELLERY

THE ESSENCE OF JEWELRY ARTISTRY



We create Masterpieces that
CELEBRATE THE VALUE OF UNIQUENESS
One Of A Kind Product



03 CORE VALUES THAT DEFINE CAO FINE JEWELLERY

**The Art of
Handcrafted Jewelry
by Master Goldsmith**



**Exquisite and
distinctive design
East meets West**



**Precious and Carefully
selected Gemstone**

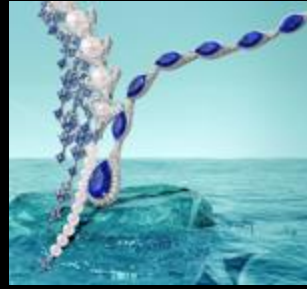
EACH CAO FINE COLLECTION TELLS A STORY OF CONNECTION



ORIENTAL

Connect to East

Inspired by the beauty of Vietnamese culture and the essence of the East, this collection captures the pure and graceful forms of the bamboo and rice.



ELYSIAN SEA

Connect to the Ocean

Poised like a precious gem, embodying the beauty of the entire ocean.



GLAMOROSA

Connect to the Nature

Inspired by a gentle rendezvous with nature, where vibrant flowers bloom and gardens bask in the sunrise, translated into jewelry pieces that exude allure and femininity.



STELLAR

Connect to Lovers

With CAO Fine Jewellery, every woman is a shining star, effortlessly radiating beauty and brilliance like the stars in the sky. Representing the values and inner beauty of a woman.



LEGENDARY

Connect to Timeless beauty

Representing the fusion of regal elegance and timeless, unchanging classic values.



PRISMA

Connect to West

Drawing inspiration from the artistic beauty of Italy, with its rich array of materials, watercolor artistry, and the vibrant energy of rare gemstones gifted by nature.



LESS IS MORE

Connect to Yourself

Inspired by minimalist style, yet with exceptional quality.



BST
Oriental
TỰ HÀO NÉT ĐẸP HỒN VIỆT



Pure ingredients represent authentic Vietnamese essence
From the golden, plump rice grains...

*To the resilient, steadfast form of bamboo,
Alongside the endless terraced fields...*

FOOTAGE 4K DRONE | YEN BAI | VIETNAM
Virtualworldvietnam@gmail.com

BST
Oriental

BIỂU TƯỢNG MANG NÉT ĐẸP Á ĐÔNG







THE COLLABORATION
ORIENTAL X BAT TRANG
Art Museum

*CAO FINE JEWELLERY has infused a
contemporary spirit into each piece of
jewellery design*

*Narrating the cultural stories through
traditional materials...*



Alongside Oriental, CAO continues the story of Vietnamese culture through jewellery pieces inspired by the traditional Áo Yếm and Mấn Đội Dầu worn by women of the past.

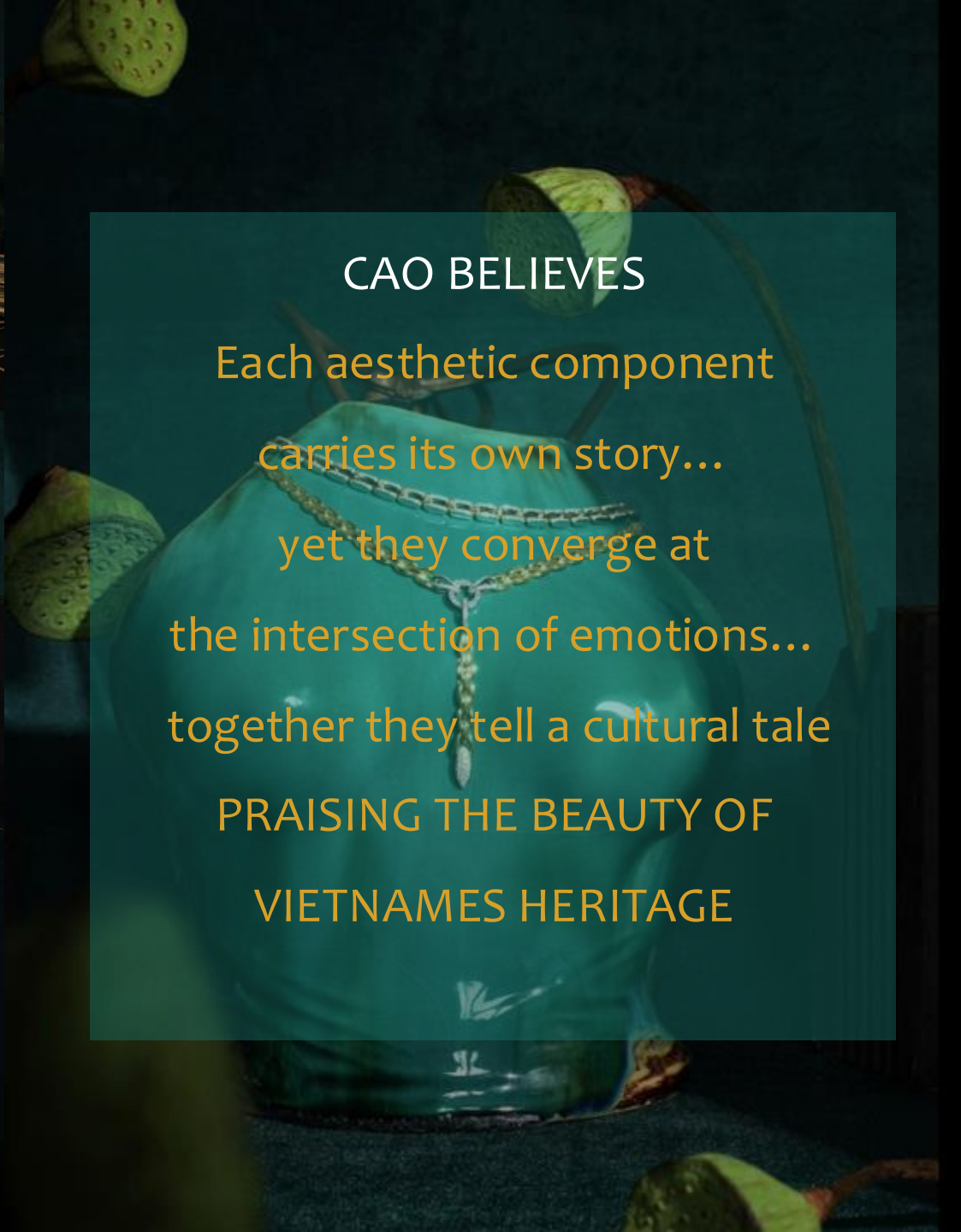
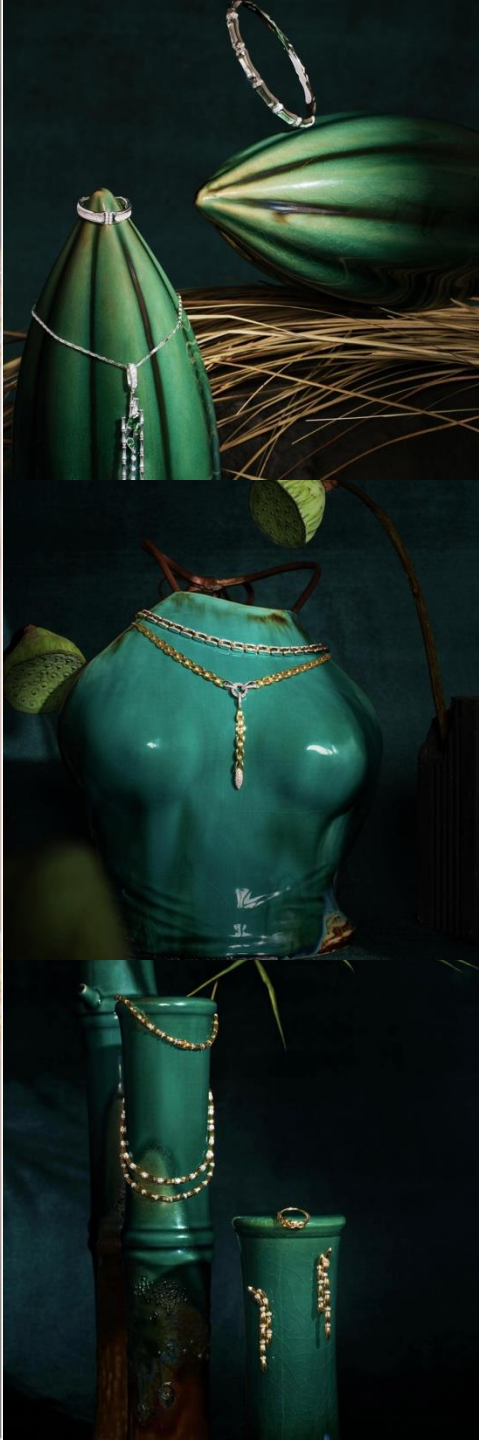


The plump rice grains and the graceful form of bamboo are elegantly portrayed, blending modernity with tradition while deeply associate to Asian culture and artistic values.



BỘ SƯU TẬP
Oriental

KHÔI SẮC NGHỆ THUẬT Á ĐÔNG



CAO BELIEVES

Each aesthetic component
carries its own story...

yet they converge at
the intersection of emotions...
together they tell a cultural tale

PRAISING THE BEAUTY OF
VIETNAMESE HERITAGE

CAO & EXPO JAPAN 2025 - Communication

1/ Objective:

Build awareness of Cao & Expo in Vietnam market

Launch a mini campaign to build awareness of Cao in Japan market

Small test to gauge the acceptance of Cao jewelry in Japan market.

2/ Collection focus: Cao & Oriental

3/ SOW:

Shooting & producing materials to recap Cao Fine & Products & Expo atmosphere

A small communication campaign in Japan



THANK YOU