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Fly on the Wall

Diamonds galore

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AS THE song goes, "Rocks don't lose their shape". As the economy is going, chequebooks can still be banked on, going by the turnout at Flower Diamond Boutique.

The jewel box of a shop on the third level of Ngee Ann City hosted more than 200 guests to the launch of its new location (they've moved up from ground floor).

The 12-year-old store is the family business of sister and brother Belinda and Jason Chua.

Just look at what the guests were wearing – any part of the anatomy you can hang, choke or dangle a diamond and more, they did.

The Little Nyonya Jeanette Aw was there, as was HRH PG Isteri HJH Mariam from the Brunei royal family – she'd flown in from London to open her friend's boutique.

Belinda said: "I can't thank Her Royal Highness enough for her support."

How does Belinda's jewellery compare with those of the Peranakans, who are famous for their designs?

Not missing a carat, Jeanette said: "Both

are equally intricate and elaborate."

She herself was the very picture of elegant simplicity. "I'm not in sarong kebaya because it's time for something different."

A quartet of ladies who love luxe shopping – they were from Medan – wondered among themselves: "You think there is any discount today?"

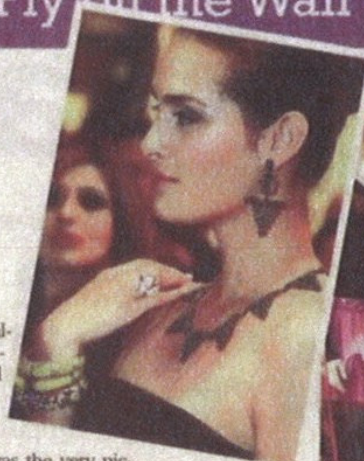
In Singapore, every day got discount, I assured them.

Three models paraded the latest collection – Flower Diamond has three or four collections a year, "and also for Valentine's and Chinese New Year and Christmas".

How do you compete with Tiffany and Bulgari and Cartier on the other floors?

Jason said: "Those are international brands. We are local, home-made. And Belinda you know is the best advertisement, when people see what she has on."

As they are saying in America, support local. Prices from \$5,000.



ROYAL PRESENCE:
HRH PG Isteri HJH Mariam (left) with Flower Diamond's Ms Belinda Chua (right).

SANS KEBAYA:
The Little Nyonya star Jeanette Aw and former TV host Benedict Goh.

BEVY OF BEAUTIES:
(From left) Ms Chiang Yu Lan, Ms Emily Wang, Ms Grace Chng and Ms Doris Lu.



OVERHEARD

"She's MBA."
"From Harvard?"

"No, married but available."