



A brief portrait of
COEUR DE LION
SCHMUCKDESIGN GMBH

COEUR^{DE}LION

HANDMADE IN GERMANY

COEUR DE LION is a leading manufacturer of FASHIONABLE DESIGNER JEWELLERY BASED IN GERMANY.

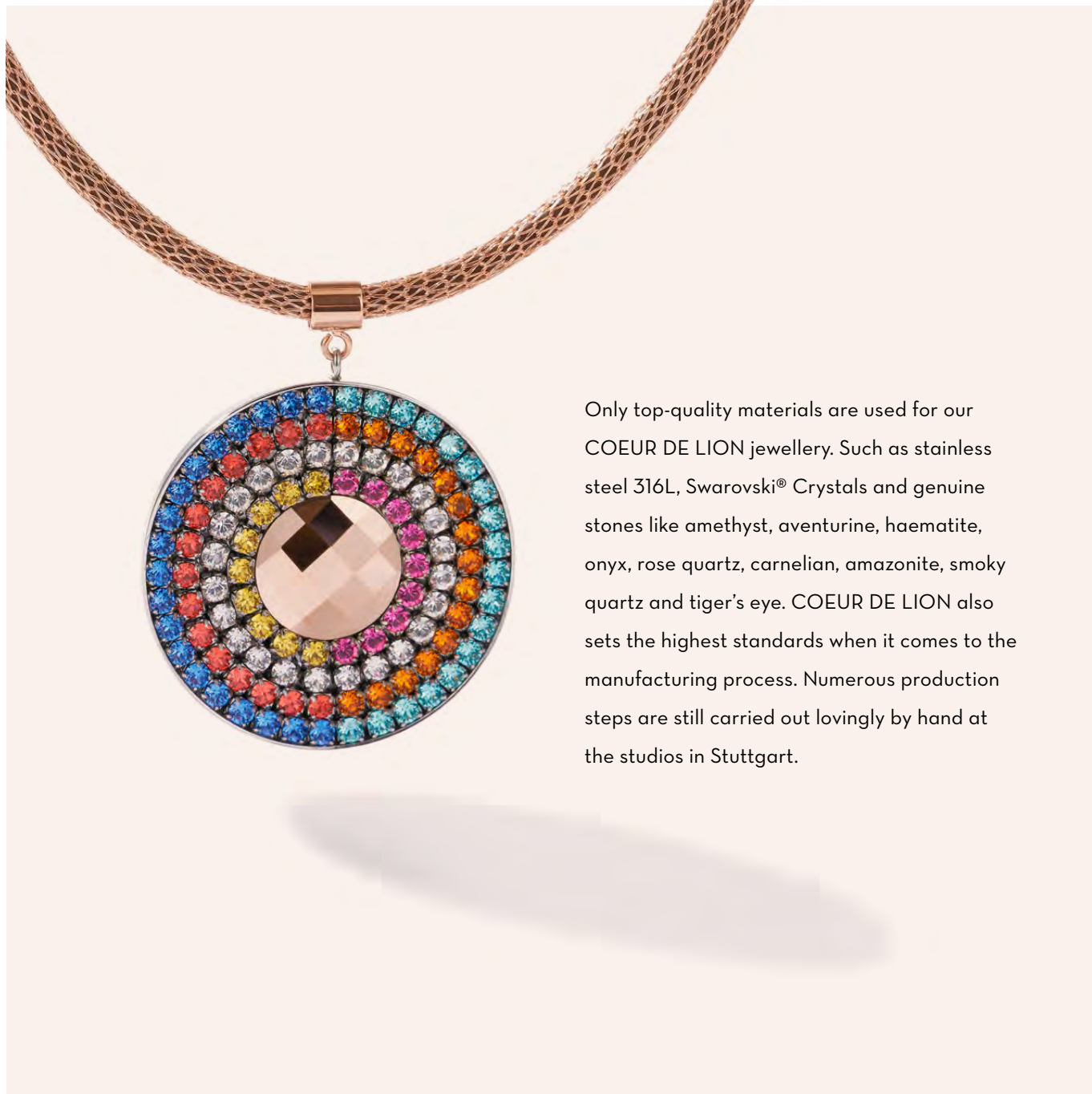


Having launched the brand in 1987, Carola and Nils Eckrodt still run the company today. Carola Eckrodt is the head designer. With COEUR DE LION they won the GERMAN BRAND AWARD in 2016. Now their innovative bracelet concept has been awarded with the GERMAN DESIGN AWARD 2018. Followed 2019 by the GERMAN BRAND AWARD in the category LUXURY.

The distinguishing features of COEUR DE LION creations are the clean-lined language of design and Carola Eckrodt's fine sense of colour. It is this combination of artistic resolve and dedicated play with colours that makes COEUR DE LION not only inimitable, but also timeless beyond measure. And that's also why COEUR DE LION jewellery, which is on sale in about 30 countries, is so special to many women.



Jewellery is more than GOLD AND SILVER.

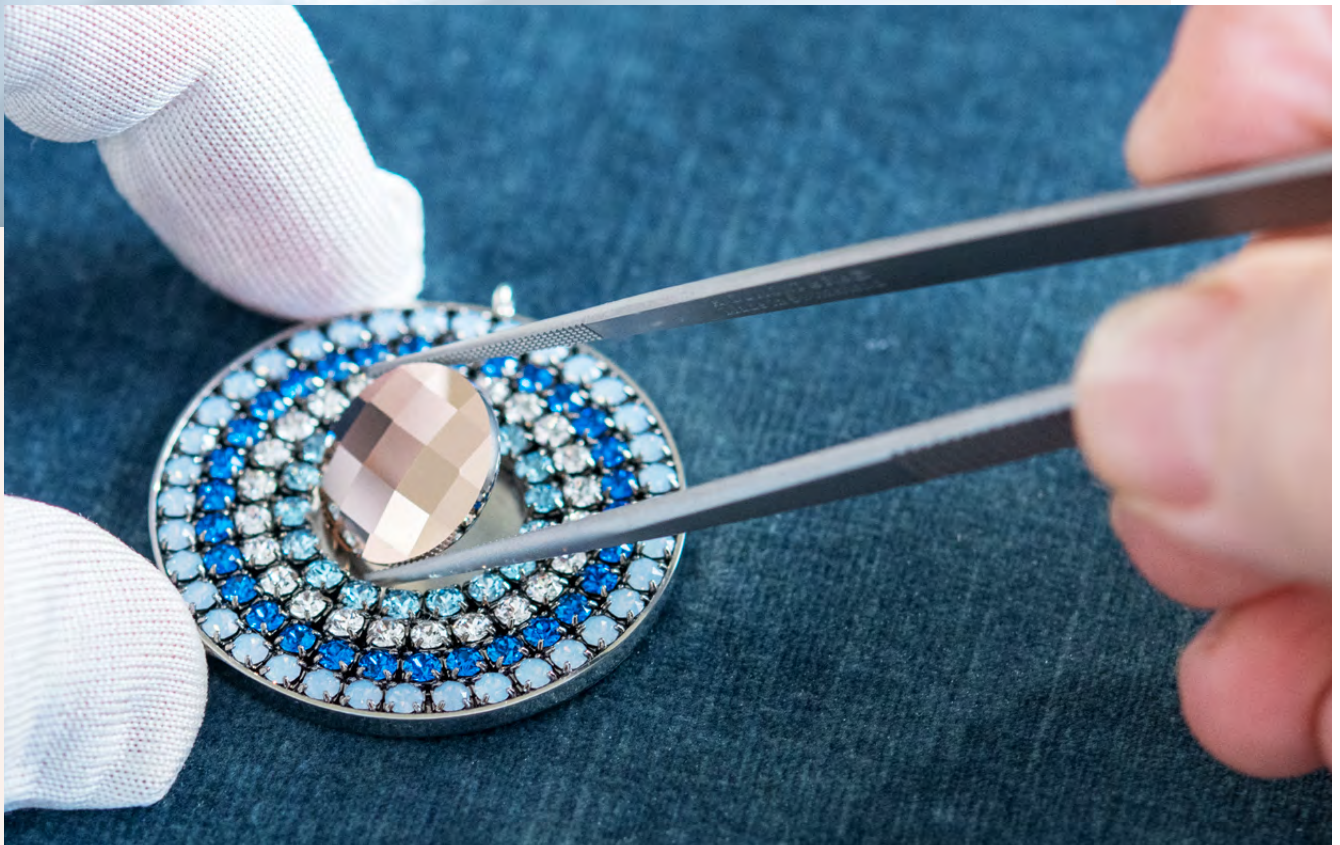
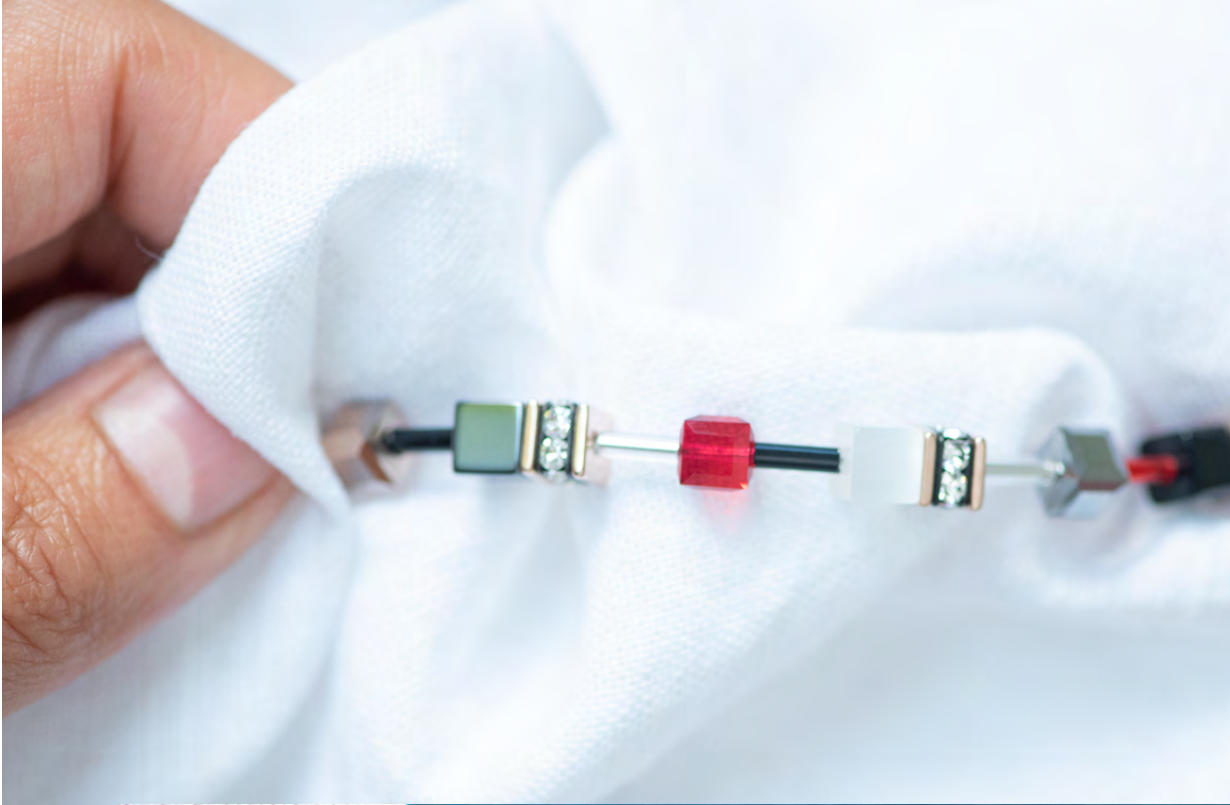


Only top-quality materials are used for our COEUR DE LION jewellery. Such as stainless steel 316L, Swarovski® Crystals and genuine stones like amethyst, aventurine, haematite, onyx, rose quartz, carnelian, amazonite, smoky quartz and tiger's eye. COEUR DE LION also sets the highest standards when it comes to the manufacturing process. Numerous production steps are still carried out lovingly by hand at the studios in Stuttgart.

Jewellery from COEUR DE LION belongs to the group known as "Bridge Jewellery" - handcrafted premium products that are available at a fair price and in this way, fill the gap between fashion jewellery and genuine jewellery.

The stainless steel quality seal on each necklace and bracelet is a guarantee of proven quality - Handmade in Germany.

From design to manufacturing,
we place our trust in precise instruments:
HEARTS, MINDS, FINGERTIPS.



Designed by CAROLA ECKRODT

At the end of the 1980s, when people were dancing the night away to Eurythmics and Depeche Mode in clubs, the young designer Carola Eckrodt was experimenting with industrial parts and turning them into jewellery. The unusual creations instantly appealed to a famous couturier, and he bought up the entire first collection. This was the start of COEUR DE LION's success story.

Jewellery designed by Carola Eckrodt is now to be found all over the world. For 30 years she has been pursuing her own line with the aid of her team of designers: artistically streamlined forms are teamed with high-calibre materials and unconventional colour combinations in a show of never-ending diversity.



GEOCUBE®

THE ORIGINAL.



The designer engages intensively with architecture and modern art and draws on this creative reservoir. Her special talent lies in her ability to combine all these influences with a light touch and apparent ease and to rearrange them in aesthetic new juxtapositions. So, for example, the essence of Bauhaus is expressed in the **GEOCUBE®** Collection.

First released in 1999, the necklaces are now regarded as a classic German design, which Carola Eckrodt reinterprets every season anew: In the current Spring / Summer Collection 2020, numerous new **GEOCUBE®** compositions appear in intense and elegant colour combinations that lend expression to the sensitive colour palette of Carola Eckrodt.

Handmade in Stuttgart.

A GLOBAL PRESENCE.



The brand COEUR DE LION is available on the following markets through importers or representatives: Europe, in particular Germany, Austria, France, Benelux, United Kingdom, Ireland and Scandinavia as well as the USA, Canada, Australia, New Zealand, Russia, Japan and China.

COEUR DE LION is also sold on board of premium airlines such as Lufthansa, Austrian or Swiss.

The marketing campaigns for COEUR DE LION reflect the aesthetic standard of the brand and have received international recognition multiple times.

Thank you for your attention.

If you would like to find out more about COEUR DE LION, please contact
Ms Julia Fritz directly by phone +49 (0) 711 55 37 55-0 or email (jfr@coeur.de).

We look forward to hearing from you.