

# CŒUR<sup>DE</sup>LION

HANDMADE IN GERMANY



**YOUR DESIGNER JEWELLERY.**  
PRESS RELEASE  
SPRING / SUMMER 2017

## TWO LINES, ONE SIGNATURE STYLE: **ELEGANTCOEUR** AND **JOYFULCOEUR**.

The new Spring/Summer Collection from COEUR DE LION has arrived. And with it come two fresh new lines by Carola Eckrodt, which follow on seamlessly from the designer's successful collections of the past: **ELEGANTCOEUR** and **JOYFULCOEUR**.

You can expect timelessly elegant necklaces, striking eye-catchers, fine earrings, summery rings and colourful bracelets that are a joy to wear.





## **ELEGANTCOEUR.** A NEW GENERATION OF CLASSICS.

Sophisticated, clear and incredibly elegant: Carola Eckrodt combines classic jewellery colours to create fresh and timeless pieces in the **ELEGANTCOEUR** line. Cool silver meets a soft pearly white or is contrasted with warm rose gold and twinned with mint and milky grey. In this way, the designer gives familiar pieces of jewellery a modern yet timeless makeover, such as the traditional pearl necklace or COEUR DE LION's classic, the GEO CUBE collection from 1999.

In a second colourway, silver is combined with bright sapphire blue as the basis for timelessly beautiful pieces of jewellery such as pendants and woven crystal pearl necklaces. The popular bracelets made from fine metallic mesh are available in subtle pink, rose gold, silver and crystal in 2017 – a palette which makes up the last colour scheme for the **ELEGANTCOEUR** line.





## JOYFULCOEUR. MORE CONTRAST. MORE PLEASURE.

In the **JOYFULCOEUR** line, Carola Eckrodt makes full use of contrasts and combines the four basic colour schemes from the **ELEGANTCOEUR** line with shades from the chromatic colour wheel. The designer takes delicate hues such as rose gold, silver and white and then adds lemon yellow, mandarin, lilac, sapphire, aquamarine and peridot to create fresh, vibrant jewellery with COEUR DE LION's trademark use of colour.

In the line's eye-catchers, bright sapphire blue is twinned with terracotta and a clear red - a thrilling colour combination which complements sporty outfits and denim.

The fourth and final colourway in the **JOYFULCOEUR** range is a real delight too. It brings together fuchsia pink and opal green with rose gold, silver and white. This striking contrast is particularly effective on the fine metallic mesh bracelets.





## LOTS OF NEW COLOURS. COUNTLESS VARIATIONS.

COEUR DE LION is introducing bracelets made from fine fabric mesh in 12 new colours to build on the huge success of its colourful metallic mesh bracelets in 2016. What makes COEUR DE LION bracelets so special is that they can all be worn in countless combinations - from classic GEO CUBE designs to the metallic and fabric mesh pieces. With 150 different styles currently available, our customers can rest assured that no one will be wearing the same combination as them.



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**ELEGANTCOEUR**





## REDEFINING PEARL JEWELLERY.

Carola Eckrodt has reinterpreted the timeless classic in her own inimitable way: sophisticated silver contrasts with a white, soft-looking crystal pearl. The result is a new classic from the **ELEGANTCOEUR** line.



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ELEGANTCOEUR





## AS LIGHT AS THE FIRST DAY OF SPRING.

Sophisticated rings and elegant bracelets in delicate pink, rose gold, silver and crystal which can be worn individually or together. Highlights from the **ELEGANTCOEUR** line.



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**JOYFULCOEUR**





## ALL YOUR FAVOURITE COLOURS.

Lemon yellow, mandarin, lilac ... enjoy this season's most tasteful colours, brought together in a necklace from the **JOYFULCOEUR** line - Handmade in Germany.



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**GEO CUBE 2017**





## EYE-CATCHING AND HEART-WINNING.

For the latest version of the classic GEO CUBE design, Carola Eckrodt pairs bright monochrome sapphire blue with terracotta and a clear red - a thrilling colour combination which complements sporty outfits and denim.



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## GRETA'S FAVOURITE COMBINATIONS: NOW AT [WWW.COEUR.DE](http://WWW.COEUR.DE)

This season, a representative of our younger target group is helping us to present the new COEUR DE LION bracelets. Greta Eckrodt has put together her very own favourite combinations just for us. As the daughter of head designer Carola Eckrodt, Greta has a great feel for colour and knows exactly what young women like.





Nils Eckrodt



Ronald Dick

## BEHIND THE SCENES.

The making of the Spring/ Summer Campaign 2017, featuring our models Mallory June and Greta Eckrodt, daughter of head designer Carola Eckrodt. Now at [www.coeur.de](http://www.coeur.de)



Greta Eckrodt

Carola Eckrodt

Mallory June



THANK YOU FOR YOUR ATTENTION.

We hope you enjoy our Spring / Summer Collection 2017.  
Should you have any questions or comments, please contact  
Jana Dannenhauer.

The COEUR DE LION team

Contact:

COEUR DE LION Schmuckdesign GmbH  
Jana Dannenhauer  
Krefelder Str. 32  
70376 Stuttgart  
Telephone +49 711 55 37 55-0  
Telefax +49 711 55 37 55-10  
Email: [jd@coeur.de](mailto:jd@coeur.de)  
[www.coeur.de](http://www.coeur.de)