

# COEUR<sup>DE</sup>LION

CELEBRATING 30 YEARS  
OF BEING TIMELESS



A brief portrait of **COEUR DE LION**  
Schmuckdesign GmbH



30 YEARS OF COEUR DE LION.  
**A FEAST FOR THE SENSES.**



With her clear shapes and keen feel for colour, head designer Carola Eckrodt has succeeded in making COEUR DE LION one of the few brands which customers recognise instantly. Today the founders Nils and Carola Eckrodt look back at the past 30 years of successful company history.

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**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. 2016 **COEUR DE LION** has been awarded with the *GERMAN BRAND AWARD*. In 2014, the jury of the *UK Watch & Jewellery Awards* chose **COEUR DE LION** as jewellery brand of the year.

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.

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Only top-quality materials are used for our **COEUR DE LION** jewellery. Such as 316L stainless steel, soft nappa leather, Swarovski® crystals or diamond-cut, anodised aluminium with its remarkable satin finish. Or real gemstones like haematites, onyx 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.

JEWELLERY IS MORE  
THAN GOLD AND SILVER.



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Carola Eckrodt, founder and head designer of **COEUR DE LION** with daughter Greta Eckrodt, during the Autumn / Winter 2017 photo shoot in Berlin.

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.



CAROLA ECKRODT, A DESIGNER  
OF EXCEPTIONAL JEWELLERY.

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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 Autumn / Winter Collection 2017, numerous new **GEOCUBE** compositions appear in light and fresh summer colours, such as salmon, aquamarine, rose and sunshine yellow – unusual colour combinations that lend expression to the sensitive colour palette of Carola Eckrodt.



ARTISTIC DESIGN REDUCED  
TO ITS ESSENCE: DELIGHT.

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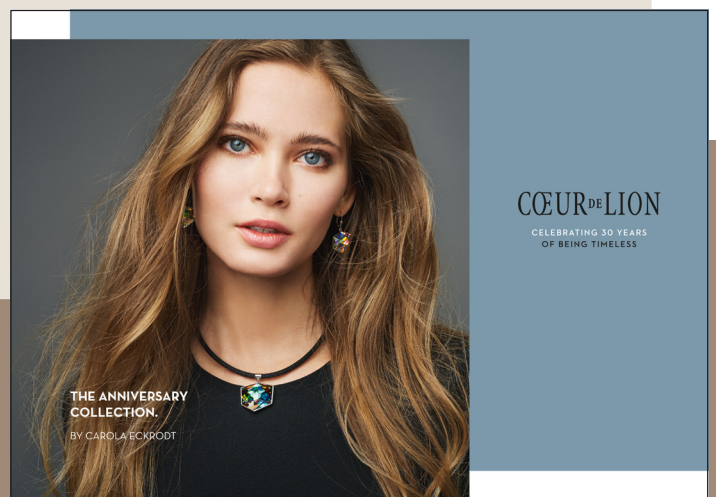
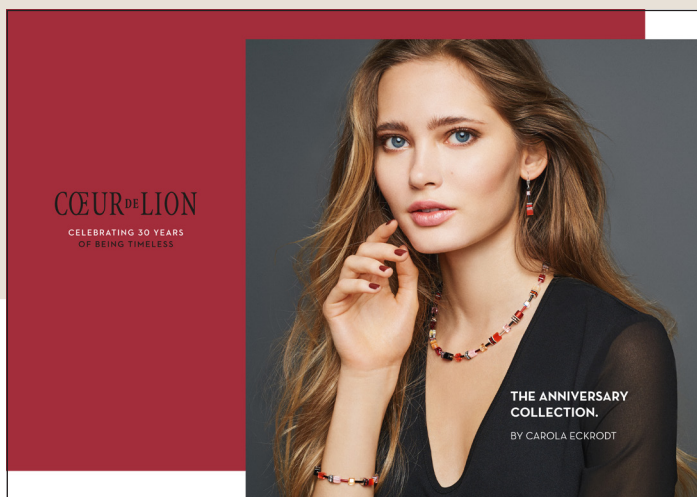
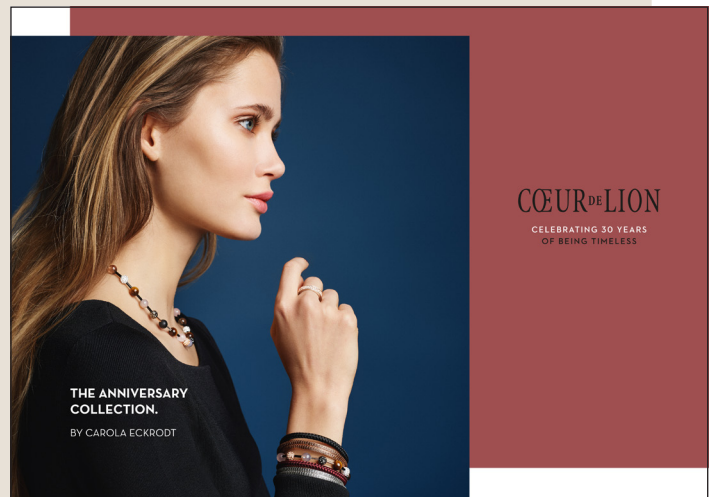
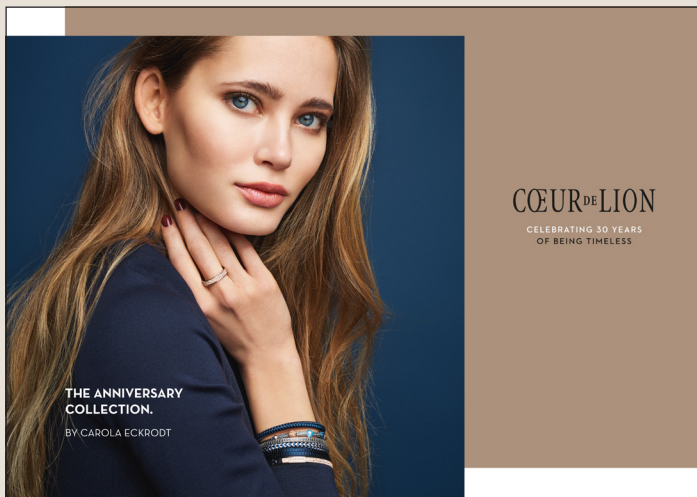
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HANDMADE IN STUTTGART.  
A GLOBAL PRESENCE.

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.



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## ARE YOU INTERESTED?

If you would like to find out more about us and the special aspects of the **COEUR DE LION** brand, please contact Ms Dannenhauer directly by phone +49 (0) 711 55 37 55 - 0 or email ([jd@coeur.de](mailto:jd@coeur.de)).

We look forward to hearing from you.

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