

There are three responses to a piece of design:

Yes, no and wow.

Wow is the one to aim for.

(Milton Glaser)

About me...

I design and create jewellery of enduring value with genuine passion and enthusiasm. I am delighted and grateful to have been able to turn this passion into my profession.

I love the natural world. It inspires me and at the same is my own personal energy source. Many of my jewellery ideas have their origin here – and every single piece of jewellery has its own unique story.

It is often a detailed and exciting process from the brainstorming to the design to the individual production in precise and attentive craftsmanship.

And I'm not only looking to set the highest standards in terms of design and materials used. The personal message and significance of each individual piece of jewellery are also close to my heart.

In a perfect world, jewellery - like art - should touch the soul.

If I can succeed in doing this, then I am happy.

Warmest regards,

Annelie Fröhling