



Annelie Fröhling- The essence of Jewellery

by Editorial Staff

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The brand new jewellery label in the luxury jewellery sector.

And behind it is Annelie Waldhier-Fröhling, partner and Head of Design of the wedding ring manufacturer August Gerstner in Pforzheim, Germany. For more than 20 years, she has designed the wedding ring collection of the family-owned company with its 160-year tradition winning several international awards along the way.

As both a passionate designer and a trained master goldsmith, it has always been Annelie's desire to create her own jewellery collection beyond the wedding ring. This desire has grown over the years, culminating in setting up her own jewellery studio independent of the family business:

Annelie Fröhling – jewellery created by a master craftsman – embodies creativity and passion!

The richly varied jewellery collection has several themes. But the guiding principle of this fledgling label is "Quality over quantity".

Only just started and the Red Dot Award 2022 is already on the wall!

Just in time for the Inhorgenta in Munich, the successful designer has made a spectacular entry. And in more ways than one: right at the start of her independent career, the necklace *Blütentraum* from her *Blüten* collection received the internationally renowned Red Dot Design Award 2022 for its excellent product design. Annelie Waldhier-Fröhling celebrated her success on Instagram with the following comments, "The success of the *Blütentraum* necklace is a dream come true for me!"

What's more, the wedding ring manufacturer August Gerstner was again awarded the Red Dot Award 2022 for the *Kings and Queens* wedding ring collection, so the designer can be doubly happy.

Fortunately, Ms. Waldhier-Fröhling promises to keep on creating and leading design at Gerstner as well as her own label.

The designer will present her jewellery collection to the public for the first time at the *Inhorgenta Munich 2022* in B1/311. Her core philosophy will also be highly visible:

There are three responses to a piece of design:

Yes, no and wow.

Wow is the one to aim for.

(Milton Glaser)

About Annelie Waldhier-Fröhling

"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."