

Pforzheim Designer receives international award again

Jewellery label *Annelie Fröhling* awarded coveted Red Dot Award 2023

The Pforzheim designer Annelie Waldhier-Fröhling has achieved another design coup:

Her Möbius bracelet, a mathematically inspired piece of jewellery with its subtle and elegant design, won over the top class international Red Dot Award jury and claimed the renowned “Red Dot” in the luxury goods category.

The “Red Dot” is the award for high quality design. The international jury only gives this coveted quality award to products that demonstrate outstanding design. “The fact that you were able to come out on top in such a strong field of participants speaks for the exceptional quality of your product – a great achievement!” said Prof. Dr. Peter Zec, founder and CEO of Red Dot.

“The Möbius bracelet is an amazing example of the skilful combination of mathematics and emotions,” enthused the jury over the fascinatingly clear and sensual design of this precious piece of jewellery. Named after the mathematician and astronomer, August Ferdinand Möbius, inventor of the endless Möbius strip, the platinum bracelet is a twisted band with only one surface and one edge. The delicate line consists of 362 fine diamonds which completely encircle the bracelet, accentuating a visual impression of infinity. Embedded in the cool platinum, the sparkling brilliant cut diamonds seem to disappear only to reappear elsewhere.

However, this is not Ms Waldhier-Fröhling’s first award – last year her Blütentraum necklace, a delicate floral piece of jewellery with a unique gold gradient, was awarded the Red Dot Award 2022, just after founding her own luxury jewellery label – Annelie Fröhling – Master crafted jewellery.

In February of this year, another success followed. She once again took centre stage at the Inhorgenta Munich and was nominated for the Designer of the Year award for her bracelet Wellentraum.

Annelie Waldhier-Fröhling is a partner and Head of Design at the wedding ring manufacturer August Gerstner. In recent years, her ring designs for the family-owned company have repeatedly received international recognition and awards, including three Red Dot awards, now making the designer the proud owner of five of these coveted accolades, a truly unique success in the history of the “Gold City Pforzheim”.

The passionate designer not only demands the highest standards in design but also in the materials used and their processing. Her six collections are exclusively crafted by master craftspeople in high quality gold or platinum alloys and adorned with the finest diamonds.

“Each piece of jewellery in my collection has its own creation story and so I am always delighted when I receive this international award,” says Ms Waldhier-Fröhling. She will celebrate her success with her team at the Red Dot Gala at the Aalto Theatre in Essen and the subsequent Designers’ Night at the Red Dot Design Museum. The bracelet will also be exhibited there afterwards.

For more information about Annelie Fröhling and her individual collections, visit www.annelie-froehling.de