

## *Annelie Fröhling- The essence of Jewellery -*

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 guiding principle of this fledgling label is "Quality over quantity". As different as the individual collections Blossoms, Waves, Natura, Pearl Whispers, Möbius and Magicus may be - they are all united by their individual, soft, nature-inspired design language.