

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.

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.

Also award-winning in 2023:

At Inhorgenta Munich 2023, the designer presented her extensive jewelry line at her booth - and was promptly nominated for the Inhorgenta Award in the "Designer of the Year" category with her "Wellentraum" bangle.

Back in Pforzheim, she received the joyful news from Prof. Dr. Peter Zec, initiator and CEO of Red Dot, that her bangle "Möbius" has been awarded the Red Dot Award 2023.

"Each piece of jewelry in my collection has its own individual genesis - and so I am delighted every time anew about this international appreciation," says Waldhier-Fröhling.

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

Warmest regards,

Annelie Fröhling