



CŒUR DE LION

FASCINATE. CAPTIVATE. DARE.
iConic design

PRESS RELEASE · SPRING / SUMMER 2024



german
brand
award
22
winner

HANDMADE IN GERMANY

HIGH-QUALITY JEWELLERY, HANDCRAFTED IN OUR STUDIO IN STUTT GART.

We have been delighting jewellery lovers all over the world for almost 35 years. The durability of our pieces has always been the foundation of our work. The beauty of nature is our inspiration, which is why we do all we can to protect it. The conscious and sustainable handling of resources plays an important role in this respect. People are as valuable to us as the environment; our jewellery is produced by hand in Germany in an ideal working environment at our Stuttgart studio. Designed to last!

ABOUT COEUR DE LION

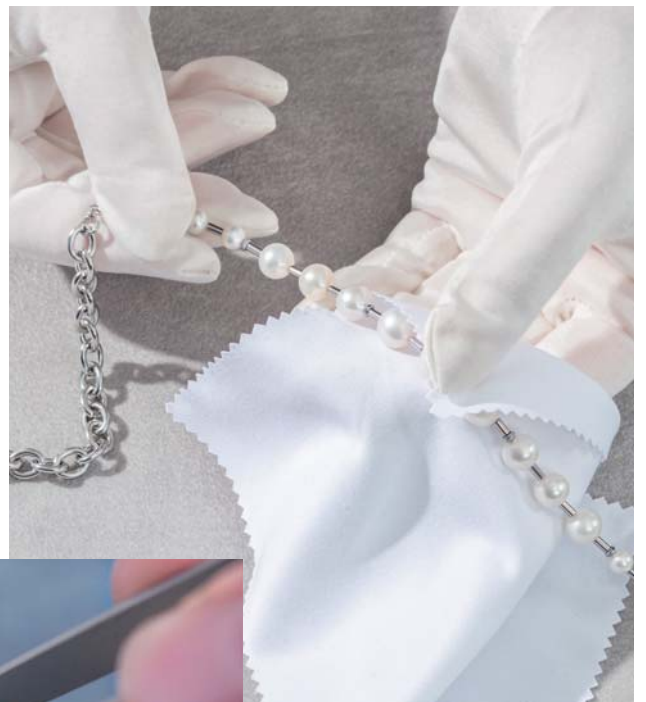
- Founded in 1987
- Today, we are a leading German manufacturer of modern designer jewellery, handcrafted using meticulously selected materials such as colourful natural stones of the highest quality or genuine freshwater pearls
- Sustainable designs and top quality guarantee the durability of our products
- Short transport routes and supply chains thanks to our location: headquarters, design atelier and workshop in Stuttgart, Germany
- Social cohesion and an optimum working environment for our employees are of particular importance to us – these are what gives rise to creativity, innovation, outstanding quality and excellent handcraft
- Jewellery from **COEUR DE LION** is available in 30 countries worldwide, sold by 4,000 independent jewellers. These include Christ and Juwelier Kraemer in Germany, Smycka in Sweden, Julien d’Orcel in France, and Beaverbrooks and Chisholm Hunter in the UK
- **COEUR DE LION** jewellery has long featured in core product ranges in retail stores at airports, on cruise ships and on board premium airlines. Our partners include Dufry, Gebr. Heinemann, MSC, Lufthansa, and Swiss and Austrian Airlines
- Winner of the *GERMAN BRAND AWARD 2022, 2020, 2019 and 2016*, and winner of the *GERMAN DESIGN AWARD 2018*



COMPANIONS FOR LIFE

Our unique, timeless jewellery will last a lifetime. Crafting our jewellery meticulously by hand, we use only carefully selected materials such as colourful natural stones of the highest quality. From expressive amethyst to inspiring sodalite, sensual rose quartz, vibrant haematite and real pearls. These natural products are combined with long-lasting materials such as shimmering Swarovski® crystals or gold-plated stainless steel (PVD). We place great importance on innovative and modern finishing processes that make the pieces very durable, hypoallergenic and environmentally friendly.

Instead of always using new resources, we want to help you look after your jewellery properly and, if necessary, repair it. That is also part of sustainability for us. We therefore offer a comprehensive service to restore the favourite piece to its former glory, no matter how old it is.



OUR CULTURE

Social cohesion and an optimum working environment for our employees are of particular importance to us - these are what gives rise to creativity, innovation and excellent handcraft.

Our team is a wonderful mix of talented people from a range of backgrounds. Refreshingly diverse and characterised by a creative team spirit. Women hold 70% of management positions.

Responsible and considerate interactions are top priority when it comes to working with our selected group of business partners and suppliers.



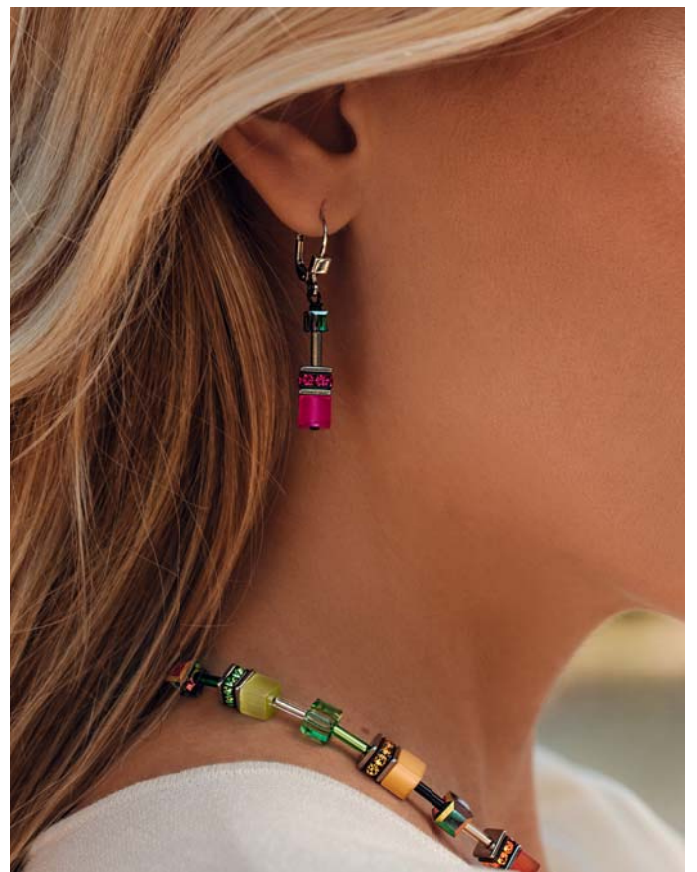


GEOCUBE® AN ICONIC PIECE BY COEUR DE LION

The iconic cube necklace that takes its inspiration from Bauhaus design is our most famous creation. Since its first appearance, we have surprised our **GEOCUBE®** fans with stunning new interpretations every collection.

FROM AVANT-GARDE. TO RENOWNED CLASSIC.

While the first creations in the 1980s were made from industrial parts, jewellery design at **COEUR DE LION** has developed over the years from haute couture to the distinctive design language that is typical of the brand today. In 1999, **COEUR DE LION** presented the cube necklace for the first time, which became an iconic design classic, winning international acclaim as **GEOCUBE®**.



HANDCRAFTED IN GERMANY WORN ALL OVER THE WORLD

The 'Made in Germany' distinction fills us with pride, and we are thrilled by the evergrowing appreciation of handmade products. The production of our jewellery items takes place entirely in our Stuttgart studio, from the initial design to the final quality control.

Our jewellery inspires people all over the world who love life, colour and a touch of extravagance as much as we do.

In addition to the unique **COEUR DE LION** design, our customers also recognise the jewellery by the stainless-steel quality seal on each necklace and bracelet - the guarantee of conscientiously tested quality from our studio.





SUSTAINABILITY

CO²

Our production takes place in Germany – short transport routes and supply chains allow us to keep our carbon footprint as small as possible.



Timeless designs and top quality guarantee the durability of our products. Our collection has an increasing number of pieces that combine several wearing options for various occasions. We love the idea of wearing a necklace in four different ways.



Wherever possible, we avoid using plastic in order to reduce plastic waste, and we use FSC-certified paper.



We only use carefully selected materials that are very durable, such as natural stones or freshwater pearls combined with stainless steel.



Instead of always consuming new resources, we offer a lifetime repair service.



ICONIC WATCH MODELS

Since 2020, the collections have also featured an exclusive range of **COEUR DE LION** watches that draw on our brand's trademark design language.

Inspired by the iconic **GEOCUBE®** design, the clear shapes, perfect proportions and faceted edges lend the watches a very special character. Alongside yellow gold, silver and champagne, the new collection also offers other bright colours, providing fabulous ways to combine them with our jewellery.



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Iconic design



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