



FREYWILLE®

Created by Artists, Crafted in Fire Enamel



CREATED BY ARTISTS, CRAFTED IN FIRE ENAMEL

For more than 70 years, the traditional Viennese jewellery manufacturer **FREYWILLE** has distinguished itself through the creation of unique works of art, which find their perfection in the form of exquisite fire enamel jewellery. Inspired by world-famous

artists as well as ideas of humanism and philosophy, the traditional family business creates unrivalled creations - made in Vienna - that embody emotional meaning and lasting value and are passed down from generation to generation.



THE LONG-STANDING MANUFACTORY FROM VIENNA

Originally founded by the Viennese artist Michaela Frey, the management was taken over by **Friedrich Wille** in 1980. Together with his wife, academic artist **Simone Grünberger-Wille**, he continued the company's success story and set new standards in creative work and enamelling techniques.

Inspired by the works of internationally renowned artists as well as art-historical

and folkloristic trends, **FREYWILLE** has been creating unique jewellery collections for decades, which are characterised by their high recognition value and exceptional quality. The collections not only represent masterful craftsmanship, but also pay homage to Vienna's cultural heritage. They carry the message of joie de vivre and intangible values into the world.



CREATING ARTISTIC MASTERPIECES

Every new **FREYWILLE** collection is the result of artistic inspiration. After an intensive examination of the works of outstanding artists from history and impulses from art and culture, **FREYWILLE**'s in-house artists sketch

a collection that reinterprets the original theme. A creative process of up to two years goes into the realisation of the artworks in the characteristic fire enamel.



FIRE ENAMEL IN PERFECTION

FREYWILLE has perfected the manufacturing process of fire enamelling down to the smallest detail. The company's decades of experience and the creativity of its in-house artists, goldsmiths and

fire enamel specialists are reflected in every step of the production process. In total, the production of a piece of jewellery from FREYWILLE involves around 80-100 complex work steps.



AN ELABORATE PROCESS

1.

Precious fire enamel forms the basis for the jewellery.

Specially produced colour mixtures give the creations their vibrant luminosity.

2.

The fire enamel is applied in several layers and fired in the company's own kilns using the overglaze process at 800 degrees, with each layer of colour requiring a specific mixing ratio.

3.

Finally, the fire enamel plate is fixed in the appropriate jewellery mounting.



THE VARIETY OF FREYWILLE: TWO JEWELLERY LINES

FREYWILLE jewellery is lovingly handcrafted in the company's own manufactory. The whole product portfolio is available in two lines:

1. **Fine Jewellery Line in 18 carat gold & diamonds:** This luxurious jewellery line combines artistic fire enamel creations with 18-carat gold mountings and exquisite diamonds. The jewellery pieces fuse a fascination for art and culture with the desire for exclusive and unique accessories for special occasions.
2. **Dreams of the artists:** in this line, generously sized enamel plates offer FREYWILLE artists the flexibility to realise their ideas in the best possible way on the jewellery pieces.



HOMMAGE À...

Art forms the foundation of FREYWILLE's creative work. Nature, the play of light and shadow, as well as unique countries and cultures serve as inspiration and set the initial thoughts in the creation of new pieces of jewellery. Free ideas and homages to world-famous artists such as Gustav Klimt (A), Claude Monet (B), Frida Kahlo (C) and Hundertwasser (D) set the

course for the creative process. Once a theme has been selected, an intensive study of the life and work of the great masters follows. From these sources of inspiration, new creations emerge that bear an unmistakable signature and yet capture the characteristic identity of the respective artist.

INSPIRED BY SYMBOLS FROM ART HISTORY

FREYWILLE not only stands for the unique combination of art and luxurious jewellery, the renowned traditional company is also known for its special jewellery shapes in addition to the fire enamel technique.

The brand is characterised by the use of the finest materials and craftsmanship at the highest level. FREYWILLE's jewellery collections comprise a variety of shapes that are characterised by artistic inspirations and cultural influences.

The jewellery shapes range from delicate floral motifs to abstract works of art or symbolism from art history, underlining the brand's versatility and creativity. The variety of shapes allows customers to make a personal statement and underline their personality with a unique jewellery creation.



HOMMAGE À GUSTAV KLIMT

Gustav Klimt boldly broke away from artistic conventions and ushered in a new era of figuration. As a pioneer of the Vienna Secession and master of symbolism, he inspired **FREYWILLE** jewellery collections that artistically reflect his greatest masterpieces.



The Golden
Kiss

18kt & 



THE COLLECTIONS

HOMMAGE À ALPHONSE MUCHA

Alphonse Mucha, a Master of Art Nouveau, captivated audiences with his lilies, floral ornaments, and Parisian works. Inspired by his decorative elegance, the **FREYWILLE** artists captured it in the “Mucha Paris” collection, translating delicate pink tones on a deep blue background into timeless pieces of jewellery.

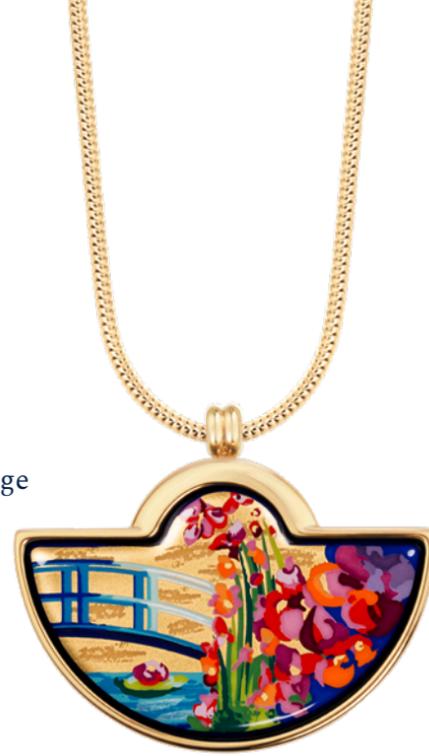
Mucha
Paris



HOMMAGE À CLAUDE MONET

The work of Claude Monet, who captured the fleeting moments of nature in its seasons, inspired the **FREYWILLE** artists to create jewellery full of impressionist spirit, gentle brushstrokes and an impressive palette of natural colours.

The Bridge



Orangerie



Viva la Vida



HOMMAGE À FRIDA KAHLO

Frida Kahlo's vibrant, expressive works, shaped by life, pain and her extraordinary life story, inspired the **FREYWILLE** artists to create jewellery full of tropical motifs, vivid colours and intense symbolism. In this homage, **FREYWILLE** has captured Kahlo's energy, joy and strength as wearable art.

HOMMAGE À SOPHIE TAEUBER-ARP

Sophie Taeuber-Arp is one of the most important Swiss artists of the 20th century, a pioneer of abstract geometric art and a protagonist of Dadaism. In collaboration with a freelance artist, **FREYWILLE** has succeeded in immortalising the multifaceted geometric shapes and colours from her work „Quatre espaces à cercles rouges roulants“ as a wearable work of art in fire enamel jewellery.



Midnight
Bicolour



HOMMAGE À HUNDERTWASSER

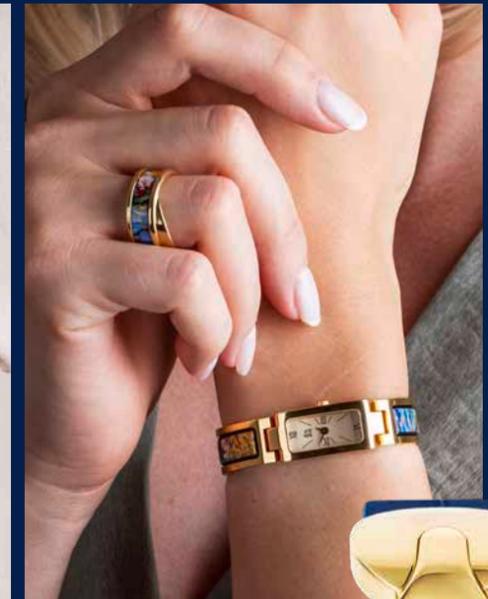
Hundertwasser's art and architectural creations, which were dedicated to the cycle of life, are characterised by bright colours, asymmetrical surfaces and wonderfully flowing compositions. In these homage collections, **FREYWILLE** has captured Hundertwasser's attitude to life and spirit in colourful creations of its own - without a single straight line in sight.

Spirit
of Vienna



WRITING INSTRUMENTS

FREYWILLE presents an exquisite collection of high-quality writing instruments. The handcrafted fire enamel motifs give the writing instruments an unrivalled aesthetic and timeless elegance. A must for lovers of sophisticated writing culture.



JEWELLERY WATCHES

FREYWILLE jewellery watches are exclusively handmade in Switzerland and later refined in the Viennese atelier to create an artistic companion.





SILKS AND CASHMERE

CREATIVE TEXTILES

FREYWILLE textiles are the perfect complement to the luxurious pieces of fire enamel jewellery and are available in different shapes and colours to match all artistic collections. The range of accessories includes carrés, gavroches, scarves and pashminas made from the finest materials such as silk or cashmere.





FREYWILLE INSPIRES THE SOPHISTICATED INDIVIDUALIST

FREYWILLE's exclusive jewellery creations fascinate a discerning and art-loving target group. People who appreciate the combination of art and jewellery and have a flair for aesthetics and creativity can be found among the company's enthusiastic clientele.

FREYWILLE's customers are individualists who are looking for unusual and unique pieces of jewellery that underline their personality and style. They appreciate the fine craftsmanship and

high-quality materials that go into every single piece of jewellery. For them, jewellery is not just a fashion accessory, but an expression of their own affinity for art and culture.

The target group appreciates the history and tradition behind FREYWILLE's jewellery creations. The close connection to outstanding artists and art-historical trends gives the jewellery pieces a deep meaning and turns them into timeless works.

GLOBAL PRESENCE AND PARTNERSHIPS

With around 30 of its own boutiques in prime locations worldwide, **FREYWILLE** offers its customers an exclusive shopping experience and the opportunity to experience the artistic creations up close in a luxurious setting.

The company also works closely with jeweller partners around the world, maintaining its presence in key markets. Moreover, the company has established successful franchise partnerships to bring its unique aesthetic to new regions.

These diverse business opportunities underline **FREYWILLE**'s mission to spread the beauty and uniqueness of fire enamel jewellery worldwide.



FREYWILLE MÜNCHEN



DOA DISPLAYS FREYWILLE



18KT DISPLAYS FREYWILLE

VERPACKUNGEN FREYWILLE



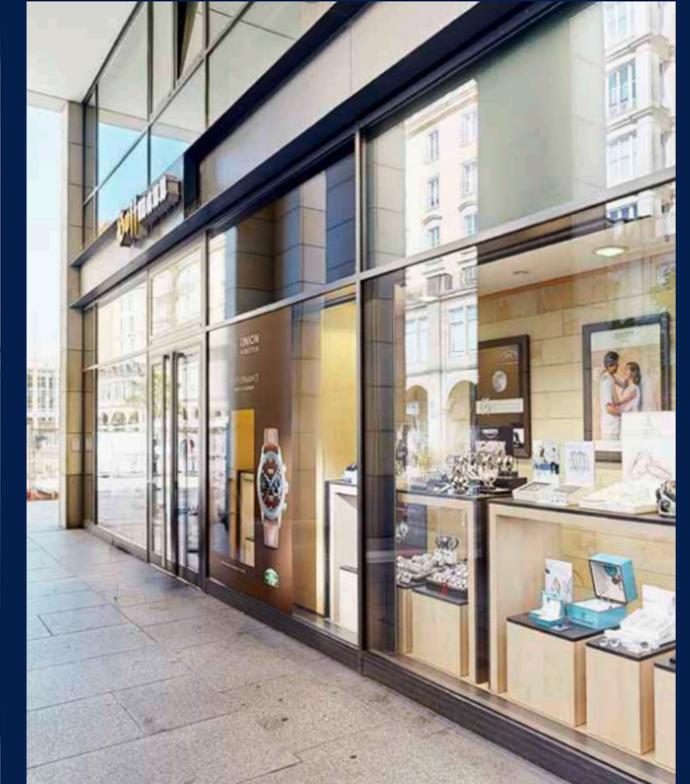
FREYWILLE BOUTIQUES AND PARTNERS



FREYWILLE VIENNA



LANDREAU JOAILLIER DIAMANTAIRE, Nantes, France



JUWELIER HOFFMANN, Dresden, Deutschland



FREYWILLE LONDON



FREYWILLE DUTY FREE DUBAI



FRANCHISE BOUTIQUE Erbil, AR Kurdistan, Iraq



RIVER CRUISE COOPERATION – Navigo





DESIGN ©FREYWILLE | Subject to modification. Colours may vary from those pictured

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FREYWILLE.COM | MADE IN VIENNA

