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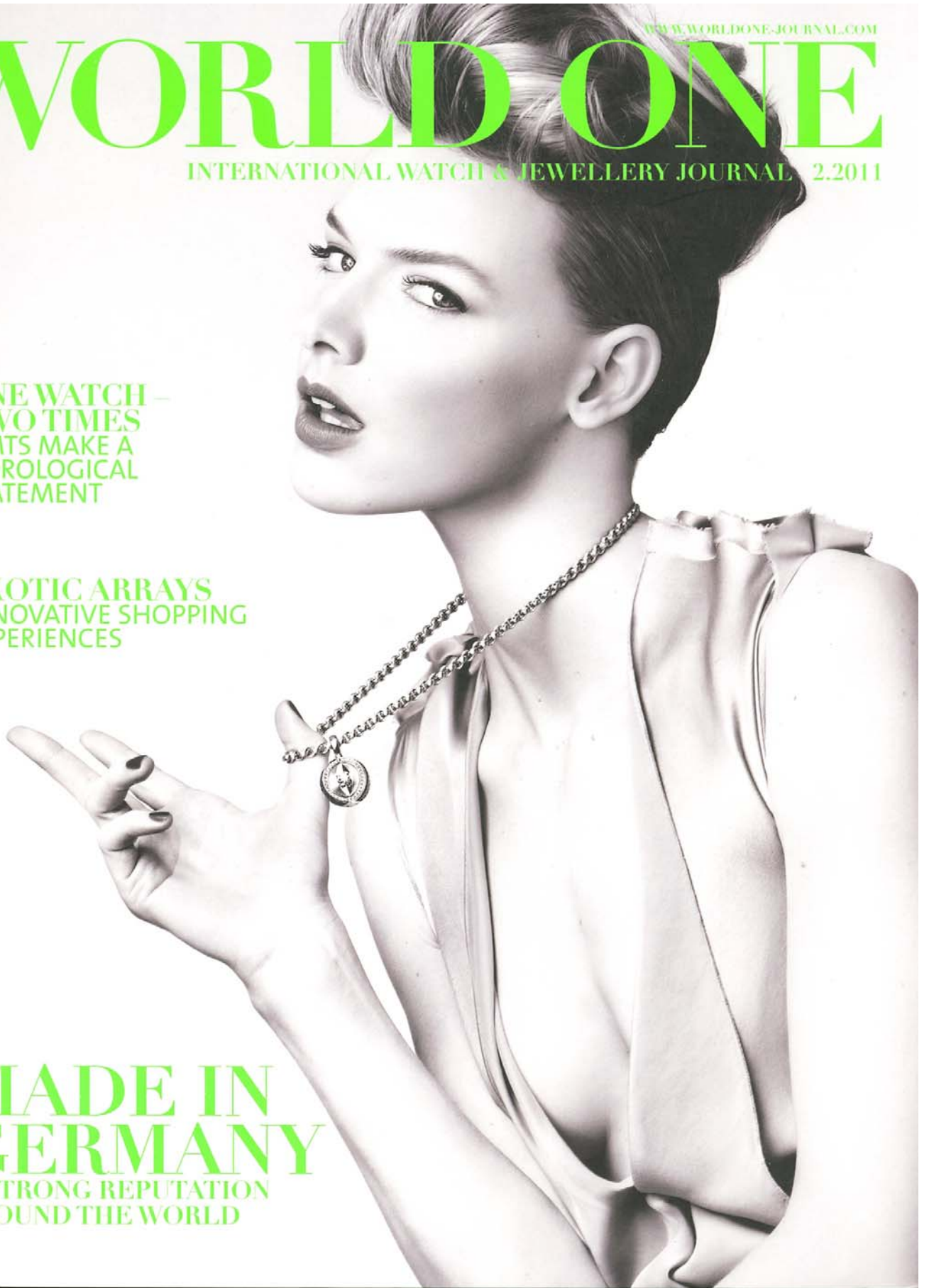
# WORLD ONE

INTERNATIONAL WATCH & JEWELLERY JOURNAL 2.2011

ONE WATCH –  
TWO TIMES  
GMTS MAKE A  
HOROLOGICAL  
STATEMENT

EXOTIC ARRAYS  
INNOVATIVE SHOPPING  
EXPERIENCES

MADE IN  
GERMANY  
A STRONG REPUTATION  
AROUND THE WORLD



# JEWELLERY

 MADE IN GERMANY



## TYPICALLY GERMAN ...

Poor Ludwig III in 1869, the young Bavarian king had started to build his fabulous castle Neuschwanstein high above the village Hohenschwangau. But he died before it was completed. Today, the impressive building is one of the most famous sights in Germany. Every year, far more than a million tourists visit the property.



**3 VICTOR MAYER:** Jewellery from the Victor Mayer manufacture, founded in 1890, is characterised by an artistic approach to design and manufacturing. Form, choice of colour and details must form an aesthetic unit, according to Dr. Marcus Mohr, managing director of the Pforzheim company. The high-quality jewellery is based upon influences from the fields of culture, fashion and art history. Art Déco and Bauhaus influences are most inspirational here. The particular craftsmanship skills employed are traditional arts that are scarcely to be found elsewhere. In addition to guilloché work and engraving, this also includes fire enamelling. > [www.victor-mayer.com](http://www.victor-mayer.com)

**2 HANS D. KRIEGER:** The Krieger family of Idar-Oberstein has been indulging a passion for gemstones since 1720. The successors have established the company Hans D. Krieger as a specialist for jewellery incorporating the king of gemstones. From the purchase of rough diamonds in natural colours to the different cuts, from the first design draft to completion of the piece, the complete value added process is carried out in house. There is a particular focus on the finest natural-coloured diamonds. Managing director Hans D. Krieger: "Each gemstone is unique. Rare coloured diamonds are created in the depths of the earth in a natural process lasting millions of years. Liberating them from their rough form in order to release their wonderful fire is the great passion of our family." > [www.kriegernet.com](http://www.kriegernet.com)

**3 BUNZDESIGN:** In 1975, Georg Bunz, designer and pioneer in the field of platinum jewellery, established his studio. Today, the name Bunzdesign stands for

numerous highlights in the history of German jewellery. The first diamond tension ring from 1979 or the Bunz diamond watch of 1987 with an invisibly supported diamond in the watch glass are prominent examples. Characteristic here are elementary geometric shapes such as spheres and pyramids, as well as the use of unusual materials, rubber, Plexiglas or murano glass. The overall concept of design plus technical innovation has won many awards, particularly in the field of watches. Whilst Bunzdesign jewellery is produced at Dobel near Pforzheim, wristwatches with the distinctive signature of Georg Bunz come from the Swiss watch manufacturer Bunz Montres SA. > [www.bunz.de](http://www.bunz.de)

**4 MEISTER:** The family business, founded in 1964, has two company headquarters: one in Radolfzell am Bodensee (Meister GmbH) and one in Wollerau am Zürichsee (Meister + Co. AG, CH). The Meister brand is essentially divided into three main collections: a wedding ring line, which incorporates top-quality gold and platinum alloys into its wide range of designs; exquisite jewellery for women, characterised by a wide range of nature-based forms; and sophisticated accessories for men featuring unusual material combinations such as titanium with fossilised wood or Damascus steel. Meister accessories for men are renowned around the world for their successful combination of functionality and decorative elements. A genuine USP of the manufacturer is the fact that it operates its own diamond laboratory where each stone is checked and graduated by diamond experts and gemologists. The design teams are special as well, having won numerous international awards, including the red dot and iF design awards. > [www.meistererchmuck.com](http://www.meistererchmuck.com)



HANS D. KRIEGER

FINE JEWELLERY



[www.kriegernet.com](http://www.kriegernet.com)

Vicenza First · International Jewellery Tokyo · Inhorgenta München · Hong Kong International Jewellery Show · Basel World · Vicenza Charme · Couture Show Las Vegas · Hong Kong Jewellery & Gem Show · International Jewellery London · Vicenza Choice · Hong Kong Jewellery & Watch Fair · Pretiosa Salzburg · Intergem Idar-Oberstein · Jewellery Arabia Bahrain