

Katarina Witt

- ▶ **Designs setting standards'**
- ▶ **14 karat gold collection of diamonds**
- ▶ **Eye-catching display material**



Katarina Witt's jewellery collection "feelings by Dugena" has established itself firmly with retailers and customers in its third year. Her own designs, translated into beautiful jewellery pieces, are a reflection of her charming personality.

To reach an even wider customer base a new 8 karat gold collection was introduced in 2000. These fine pieces in white and yellow gold are set with circonia stones of clearest purity. The collection impresses with its display material and drew instant attention and recognition of Katarina's former sports career. Its designs reflect the gracefulness of her ice-skating background to perfection.

The 14 karat collection of diamonds set in gold was extended in 2000 and compliments every woman, giving her a feeling to be part of Katarina's glittering world of active sports.

Having given up her competitive skating career she is nonetheless still an active skater. This was confirmed in an exceptional event, which was held and sponsored by Dugena for the second time in 2000. The Summer Night on Ice held in

August is an open-air skating show featuring not only Katarina. Traditionally, she invites her famous colleagues to perform during this event as well ensuring thus to make it a highlight on everybody's calendar of must-sees. The concept is ingenious - a winter sports performance under the hot summer skies.

Her jewellery collections are now complimented



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by her own watch collection - naturally also by Dugena, which match the gems perfectly. Accompanied by eye-catching display material more and more retailers are now selling these collection together and consumer awareness has increased considerably in the past year.

To ensure the highest quality at all times all her collections are produced in the Group's own production facilities.

Katarina and Dugena - A Perfect Match



- ▶ **Diamond collection of black and white diamonds**
- ▶ **Develops and produces customer's own collection**
- ▶ **Specializes in American designs**

A highlight this year is the development of a diamond collection of black and white diamonds set in white gold. Another diamond line has been especially developed for the 50th anniversary of a customer consisting of a pendant, ring and creoles.

Burkhard Mueller Schmuck GmbH has a long tradition and experience in the jewellery field. It has established itself as a strong partner for mail order houses and department stores.

Own collections include Stefano Contini, which is a silver collection and Corrolo di Ciotto, a gold collection, which are both produced exclusively for one customer only. Cat Cry is a 14 karat gold line with very impressive models and distributed exclusively to mail order houses. Time Roma is produced by a patented procedure where gold is merged with epoxy - the result are big pieces with little weight.

Burkhard Mueller Schmuck GmbH also designs, develops and produces on behalf of customers, who prefer to have their very own collections.

Venturing overseas, Burkhard Mueller Schmuck GmbH has specialized in American designs and successfully sells those creations in the US. For these lines Burkhard Mueller Schmuck GmbH uses designers who have an in-depth knowledge for this particular market.



- ▶ **Specializes in the production of stamped items**
- ▶ **Sales span all over Europe**

Speidel is one of the oldest names and jewellery automatically comes to mind when hearing this name. Speidel is not bound to be forgotten any time soon.

The famous Speidel Panther will experience a revival in 2001. Produced in various sizes and metals, for example yellow and white gold, this beautiful piece of jewellery can be found in many department stores and mail order house catalogues this year. Some are even studded with diamonds, making them especially precious.

Besides the regular collections, Speidel still specializes in the production of stamped items. This technique allows the production of large quantities at affordable and competitive prices making them attractive to retailers and consumers alike.

Distribution nowadays spans all over Europe and sales are expected to increase further in 2001.

