

The Extension of Eternity. The Beauty of Innovation.

Is perfection truly perfection when one proves that it can be perfected? What is the proper superlative when all superlatives have been used already? How do you define an eternity that has just become a bit more eternal?

Platinum is clearly the most fascinating and appreciated of all precious metals. Its reign is unanimously accepted, even its name is widely acknowledged to be the synonym for premium products and services. But the characteristics of this purest of all precious metals are also defining some limitations, especially in its use for jewelry. Platinum is uniquely hard, heavy and strong, its nature defies the liberty demanded by today's free-spirited approach to design. But not so anymore.

A team of specialists at Guthmann + Wittenauer have succeeded in developing a technology and a process that for the first time offer Platinum the opportunity to be everything it can be. The freedom that creativity needs in order to thrive, the flexibility that the markets demand, the possibilities that up to now were all but impossible.

This exclusive innovation will lead to new design dimensions unprecedented in Platinum jewelry. New marketing opportunities arise, and a dramatically increased business potential is assured.

The demise of technical restrictions, the end to creative restraints, the beginning of a new era in Platinum jewelry: This outstanding Guthmann + Wittenauer innovation is nothing short of a revolution.

A revolution that top jewelers and luxury brands are eager to join, a freedom that soon will be enjoyed by lovers of Platinum jewelry around the world.

True to the synergetic philosophy of the Group, Abel & Zimmermann will be the first brand to offer this new perspective of style and uniqueness.

Experience Platinum as you have never before, see and feel the beauty set free by an innovation!

New Dimensions.
NEW
NEW DESIGNS.



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HORIZONS. New Experiences.

“Never look down to test the ground before taking your next step; only he who keeps his eye fixed on the far horizon will find his right road.” *Dag Hammarskjold, poet*

The Past and Present. The Now and Happening.

Tradition is nowadays far too often perceived as a marketable term for a more or less "long existence" – but while history is certainly a prerequisite for tradition it just as certainly is not enough to sustain the claim. Tradition is a proud past that enriches the present and provides a bridge to the future, a history lived, a story told, a lifetime of achievements and accolades.

Tradition is what Abel & Zimmermann proudly calls its most valuable future potential. Because in our time so much can be simulated and reproduced, we treasure what cannot be: Experience and remembrance, originality and innovation, uniqueness and joy. Even in Pforzheim, where jewelry is very much part of the local culture, Abel & Zimmermann stands out as an example for the eternal fascination with a craft that aspires for nothing less than beauty and is one of the most sought-after partners for the finest jewelers around the world.

Founded in the year 1885, the manufacture quickly became a renowned specialist for chains bracelets, flexible bangles and hardcollars in 18 ct. gold and platinum. During first 120 years, it has won praise for its unique creations and admiration for its impeccable quality and craftsmanship, being especially beloved in the U.S., where it has built long-time relationships with selected retailers.

Being a member of the EganaGoldpfeil Group has enabled Abel & Zimmermann to reach out to a wider and farther target group, while its philosophy and expertise has enriched the group's portfolio and deepened the understanding of luxury.

A lot of Abel & Zimmermann's appeal lies in the manufacturer's tradition of high-end jewelry with its implied promise of uniqueness, but the company knows that a contemporary and future-oriented extension of its offerings is not compromising its principles but rather enabling it to stick to them. Therefore in 2004 the range saw its most notable modernization when a new line of younger and more fashion-minded designer styles – incorporating colored stones and silk ribbons – was successfully introduced.

Two upcoming attractions are being presented to the market in the business year 2005/2006: The Mini's, resulting from the cooperation with U.S. designer Jacquelin Grosser Samuel, will be presented in Europe after enthusiastic market response in the USA. Playful diamond jewelry, young and vibrant and accessible to a new target group.

The most spectacular premiere is one engineered in cooperation with group member Guthmann + Wittenauer: Abel & Zimmermann will introduce a line that amounts to nothing less than a new dimension of platinum jewelry, showing once again how innovation can and must be an essential element of tradition.

Now & then, now & forever.

Tr
Beautiful. Ete



additional.
eternal.



ABEL & ZIMMERMANN

seit 1885

“To see a world in a grain of sand, and a heaven in a wild flower: Hold infinity in the palm of your hand, and eternity in an hour.” *William Blake, author*

The Do's and Don'ts. The Oh's and Ah's of the Market.

The business year 2004/2005 has been a formidable one for Dugena Jewellery. The brand, being something of an institution in its home market Germany, has been thoroughly revitalized and shines brighter than ever.

The Don't: Do not rely on an asset and do not believe in institutionalized success.

The Do: Evaluate especially the most settled brands regularly and explore possibilities of elevating them to new levels and thus raising their value and appeal.

Dugena really revamped its collection of jewelry, updating designs, upgrading quality and upscaling the whole image in order to achieve a better positioning in the market. The brand was able to do this by tapping into the Group's resources and making good use of the design team and the production facilities. Now more styles than ever are unique in the market, 14 ct. gold and diamonds are being featured by a collection that was and is proud of its mass appeal.

Furthermore, implementing Dugena Jewellery within the Competence Center, along prestigious brands like Abel & Zimmermann and Guthmann + Wittenauer, assures its clients of a first class service and handling.

The past business year also provided new marketing opportunities, as a variety of campaigns were rolled out, directed at different segments of the broad target group: Concepts behind claims like "Wünsch Dir was" ("make a wish") and "Moments" were backed up by new products as an reenergized POS appearance, promoting the new styles and lines as well as the brand image.

The coordinated efforts managed to consolidate Dugena's new position in the market and were mirrored by the complementing activities of the brand's dedicated trade partners, who for the first time ever were invited to participate actively in "round tables" ensuring the market compatibility of this impressive product and marketing initiative.

After a very successful test phase, a new collection will be widely introduced in the business year 2005/2006: "Blue Fire" is a range of innovative diamond jewelry which has been developed in cooperation with jewelers and designers. Backed by intensive advertising and POS promotions, this new sub-brand with its wholesome 3-year-concept clearly is effective in enabling Dugena to enter a higher segment of the market in the very next future, thus increasing profitability as well as the brand impact.

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"Art is the creation of forms symbolic of human feeling." Susanne Langer, poet