

The Touch of Fame. The Famous Collection.

For a broad target group almost nothing is as rewarding as having a piece that has been – virtually and literally – touched by a star, enriched by the star's personality and that is being fully endorsed and proudly presented by the star herself.

Katarina Witt fulfills every promise made by the collection named after her. She is not only actively involved in the development and highly interested in the market performance but also willing to go that extra mile in terms of promoting "her" collection, from television appearances to personal attendance at trade events like the EganaGoldpfeil fair in Offenbach, as happened in January 2005 when she personally introduced the new, streamlined collection and the seriously refined catalog concept.

Her support for the jewelry line was also a welcome bonus in the important Christmas season 2004/2005: A special gift box packaging for the first time ever featured a personal dedication by the beloved ice skating and entertainment star, who is not only extremely popular in Germany but also well known and respected on an international scale.

The golden jewelry introduced for the Fall/Winter season proved so popular with consumers that a major collection adjustment according to the latest market requirements seemed a logical conclusion.

A more stringent collection was presented for the Spring/Summer season, consisting of 23 new silver styles and a total of 62 gold jewelry pieces and attracting a positive market and media response. The success of the Christmas marketing concept is being extended in 2005 by a Summer Special emphasizing the fun, fashion and sports aspects of the season.

Katarina Witt jewelry has shown remarkable strength and "legs" in the market, and the close cooperation has turned a successful partnership into a valuable friendship. Only a true personality can bridge the gaps between pleasure and business, hard work and easy going, fun and commitment. Thank you, Katarina!

The Star we Love.
The Product
The Synergy we Achieve.
The Per



we Understand.
sonality.

feelings
Katarina Witt

"The main ingredient of stardom is the rest of the team." John Wooden, basketball player and coach

JOOP!

Look! Cool!



Good! Mood!

"We are shaped and fashioned by what we love." Johann Wolfgang von Goethe, author and poet

The Emotional Exclamation Mark. The Fashion Exclamation of Jewelry!

Joop! Jewellery is a major element of EganaGoldpfeil's fashion segment strategy in the jewelry market. This status naturally results from the involvement in the brand through partial ownership of the brand name itself – but it is also a status the collection has earned by groundbreaking work and a proudly upheld fashion credibility.

Joop! Jewellery captures the fun spirit of the brand, its willingness to go further and beyond any expectations, its understanding that fashion is about exploring limits and setting not only trends but rather new standards. The collection regularly redefines jewelry by playfully adhering to and at the same time breaking the category's rules. Visionary expressions and exemplary executions, bright contrasts and delicate harmony, outstanding ideas and stunning proportions, eye-catching colors and sensual shapes... If one ever thought that it might be impossible to find new aspects of a product explored for so long and by so many, one must reconsider, faced with the repeatedly innovative approach found by Joop! Jewellery.

The business year 2004/2005 saw a consolidation of the rapidly soaring distribution network – Joop! Jewellery has transcended the product category's boundaries by being a sought-after offering in fashion retail as well – plus the streamlining of collections and the introduction of innovative lines that have the potential for lasting extensions. The start of the Internet distribution went extremely well and is promising to add not only to turnover but to the brand's image outreach as well.

Joop! Jewellery will also profit from the close link to the Joop! design teams and is focused on keeping the brand on the cutting-edge of fashion and lifestyle.

You! must! feel! Joop!

The Eye-catching
The Mind-bending Creativity.
The First-class
The Performan



Design.
Philosophy. **JOOP!**
ce.

ESPRIT
jewel

FEELING. L
TOUCHING.



OVING. KNOWING.

"I feel pretty, Oh, so pretty, I feel pretty and witty and bright!" *Stephen Sondheim, West Side Story*

The Unmistakable Identity. The Perfect Expression of Contemporary Jewelry.

Esprit jewel is widely perceived as having established a market segment of its own, bringing complex design concepts to a broad, young and fashion-minded target group. It has also played an essential role in putting silver back on top of the list of most-wanted materials and has set trends that have redefined the design approach in this now much more crowded market segment.

Far from being coy about these achievements, the license line is determined more than ever to keep its leading position. Apart from further solidifying its dominant role in established European key markets like Germany and Benelux, Esprit jewel is constantly extending its distribution network, having just added a strong foothold in Eastern Europe as well as a successful strengthening effort in China, where its presence amounts to a leading positive in this particular market segment.

Understanding that its unique design and the brand image are its main assets, Esprit jewel continues to present style ranges that cover basic as well as trendy designs, offering a main collection that guides its strong fan base through all aspects of the respective fashion season.

To strengthen the line of steel jewelry covering a growing and lucrative market segment, Esprit jewel relaunched its steel collection in the business year 2004/2005, presenting a more emotional design that is able to make this "über-cool" material more accessible to the mainstream target group the brand virtually "owns".

In early 2004, Esprit jewel introduced its first jewelry line for kids, consisting of strikingly cute styles for girls and boys. The innovative approach paid off as the market for kids' fashion in general is currently growing progressively. Designs like "binky" and "pinky" step into new jewelry territory with colored textile strings wrapped around the silver elements, resulting in playful and funny "love at first sight" styles.

Rounding up the innovation initiative are cell-phone accessories that offer an important jewelry option to the cheap and trashy offerings typical of this segment. The successful line will be extended and more widely introduced in the business year 2005/2006.

The vibes of
The benefits of innovative
The Success.



today's fashion trends.

brand management.

ESPRIT
jewel

pierre cardin

FANCY.

FRENCH. F



FORMIDABLE.
ANTASTIC.

“Beauty is composed of an eternal, invariable element whose quantity is extremely difficult to determine, and a relative element which might be, either by turns or all at once, period, fashion, moral, passion.”
Jean-Luc Godard, film director