



## THE GLAMOUR WE WANT, THE SPARKLE WE LOVE, THE LOOKS WE ADORE: **DESIRE**

EganaGoldpfeil America is a steadily growing member of the EganaGoldpfeil Group, successfully exploring the endless possibilities this huge market offers. In the business year 2005/2006, the fine jewelry and watch divisions were joined in the newly expanded headquarters in Texas – an important strategic step towards building the synergy and strength needed to ultimately increase distribution and market share in the American continent.

Both the jewelry and the watch division are especially optimistic about the growth perspectives for the new business year. Attaining the right organizational structure and offering a brand portfolio that is well balanced and more attractive than ever, these divisions are coming together with a strong momentum.

The jewelry division continues to grow its diversified portfolio of fine jewelry brands, which includes a strong private label and bridal business in addition to select designer collections.

Kazto, their most sought-after collectable brand, once again stands out with a softer new signature look. Kazto is forever synonymous with feminine, floral diamond and sapphire designs.

Last year's innovation, The Mini's by Jackie G., a collection of dainty diamond jewelry have increased sales and distribution, becoming the division's top e-commerce vehicle. The Mini's offer a perfect selection for consumers who want stylish and affordable designer jewelry.

True by Jacquelin is the perfect expression of unity in bridal jewelry. True features an interlocking engagement ring and wedding band that symbolizes the lifetime union of love. Created for today's discerning bride, it has a unique new look that is intriguing to customers.

Magic by Jacquelin, an exquisite collection of diamond necklaces in 18K gold, features an innovative USP slide clasp that allows a woman to easily adjust the length of her necklace. Magic was very successfully introduced – exceeding all expectations and is now available for full market distribution and expanding to launch a new collection in affordable 14K gold.





## THE FAME, THE EXPERTISE, THE CASTLE: TRADITION

The Royal Porzellan-Manufaktur Ludwigsburg was founded by decree on April 5th, 1758 by Duke Carl Eugen von Württemberg. The company ranks among the oldest and most important European manufactories. To the EganaGoldpfeil Group, the company means much more than “just” a business opportunity – the acquisition of the Royal Porzellan-Manufaktur was also an act of taking responsibility for a vital symbol of Germany’s cultural

heritage, a survival guarantee for a tradition and expertise that is too precious to be abandoned. The “white gold” was then, as it is now, a brilliant accessory and expression of socially aware enjoyment.

The Royal porcelain of Ludwigsburg is still manufactured – as it was more than 200 years ago – purely by hand. The entire color decoration of the porcelain, as well as its gold-plating, is carried out exclusively in free-handed painting with the artist’s handwritten signature. Consequently, each piece produced is a unique specimen.

The Royal Porzellan-Manufaktur Ludwigsburg resides in Germany’s largest and most beautiful baroque castle, where the porcelain manufacture is carried out, too – an ambiance that is absolutely perfect for the production of fine porcelain so rich in tradition. The „Ludwigsburger Schloss“ is also being used as a venue for select first-class events that require a breathtaking location. Each year, special exhibitions and outstanding galas are being hosted in this authentic one-of-a-kind location.

The most important markets for the luxurious and delicate Royal porcelain products are Germany and Asia. The Royal porcelain brand aims to extend its selective distribution network to more international markets through a combination of historic products as well as new lines in a more modern design.



# ARGENTA®



## THE HOT PRODUCT, THE NEW HIGH, THE SUNNY OUTLOOK: PERSPECTIVES

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“I wear my sunglasses at night.” What seemed an odd title for a worldwide pop hit many years ago is now an internationally accepted fashion choice for women and men in restaurants and nightclubs, on seaside promenades and big city streets lit by lamps instead of the sun. Sunglasses are truly ubiquitous, their “must have accessory” appeal almost rivals that of bags, the latest styles are perceived as being the ultimate symbols of “cool”. Seldom before has a functional product – whose relevance in this regard is higher than ever, by the way – freed itself so much from its actual purpose and acquired a cult-like status.

The EganaGoldpfeil Group benefits from this ever-growing affection for sunglasses through its brand Argenta. With an ideally balanced portfolio of premium and affordable brands – among them Jacques Lemans, Daniel Hechter, Golden Gate and Freestyle –, the company has achieved continuous growth and is serving more than 4000 points of sale in the German market. In the business year 2005/2006, the introductions of “Schott” sunglasses and a new collection aiming at the expanding kids market brought a sizeable turnover increase.

The success of Argenta with sunglasses marketed under the Group’s brand names – e.g. amaretta – hints at the synergy potential to be tapped into by an even closer cooperation. In the new business year, Argenta will launch a completely revamped line of Goldpfeil sunglasses, an effort that will underline the ongoing move of Goldpfeil towards trendier shores of the fashion landscape and will be of mutual benefit.

LORICA®  
amaretta™

**THE FASHION OF FUNCTIONALITY,  
THE SUCCESS OF QUALITY,  
THE SENSE OF ENERGY: RESULTS**

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Lorica and amaretta are both operating in market segments that are bound to grow – and both brands are well prepared to benefit from this increasing demand for new answers to questions that become more important day by day: How functional can and must fashion be? Is there a fiber that can provide more safety? Can high-tech be innovative and decorative at the same time?

Through amaretta and Lorica, the EganaGoldpfeil Group is able to provide answers that mean true advancements for a growing number of clients who rely on cutting-edge products in this field. The introduction of innovative fibers and materials, most notably “Secura”, “Secura Sport,” and “Ecotech” from Lorica and “Nubuca”, “Supersoft” as well as “antique” from amaretta, was followed by a significant increase of turnover in the business year 2005/2006.

Both brands are at the forefront of technology in their respective market segments, and both are working on exciting innovations to be introduced in the new business year.

