

## BERND WOLF – Winner at the 2017 German Brand Awards!

This year, BERND WOLF has won the title of “Winner” in the Luxury category for the second consecutive time



Bernd Wolf at the 2017 German Brand Awards ceremony in Berlin on 29 June 2017.

We're delighted to report that in 2017, BERND WOLF has been honored with a German Brand Award as “Winner” in the Luxury category for the second consecutive time.

By bestowing this accolade again, the German Brand Awards commission has recognized our excellent branding work, and has confirmed BERND WOLF's belonging to the prestigious circle of the best German brands. BERND WOLF has received this distinction for its innovative and successful brand management, as well as for its trailblazing and sustainable brand communication.

The German Brand Awards were conferred for the first time last year. They were launched by the German Brand Institute in response to an initiative of the German Design Council, which was founded by the German Bundestag in 1953.

The BERND WOLF brand stands, as it has more than 30 years now, for jewelry characterized by a clear-cut formal idiom and strikingly distinctive designs. Its jewelry creations owe their unique appeal to precious materials like silver enhanced with the company's signature high-grade gold plating, gemstones and pearls. BERND WOLF supports its retailers by supplying them with superlative POS material and, through its Retailers' Club, provides optimum collaborative support, based on rigorously ethical business relations, to its jewelers.

If you want to learn more about the 2017 German Brand Awards and the BERND WOLF brand, please visit

[www.berndwolf.de/store/en/gba2017](http://www.berndwolf.de/store/en/gba2017).

### From the BERND WOLF manufactory – with Lifetime Service

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