

## BERND WOLF **manufactory** - a family business

Award-winning jewelry creations – crafted with meticulous attention to detail



*Family business: Miriam, Bernd, Yvonne Annalea und David Wolf*

Bernd Wolf set up his company in Karlsruhe in 1985, and relocated his manufactory's headquarters to Stegen in the Dreisam Valley near Freiburg in the Black Forest in 1989. Not long afterwards, he opened his own retail stores in Freiburg and Karlsruhe. Together with his wife, the jewelry designer Yvonne Wolf, he has been creating jewelry collections of inimitable beauty that perfectly reflect the spirit of our times.

The couple's three children share their passion for jewelry, and they all contribute to running the company. Their daughter Miriam handles order processing, their son David is responsible for online business and distribution, and, like their daughter Annalea, provides creative input for their jewelry's designs. Annalea is also in charge of the BERND WOLF stores, conducts training courses for jewelers who carry the brand's products,

and is also responsible for marketing and PR.

The many awards they have received testify to the manufactory's success. For the second consecutive time, they have won the title of "Winner" in the Luxury category of the German Brand Awards in 2017 and thus been elected into the prestigious circle of the best German brands.

By gaining an Honorable Mention at the 2017 Red Dot Design Awards, BERND WOLF's Leilana bracelet has received one of the world's most coveted accolades for outstanding design quality and a successful, trendsetting design strategy. Moreover, the brand was nominated for Germany's most important award for designer jewelry, the 2017 Inhorgenta Munich Award, and has been honored by the "Blickpunkt Juwelier" magazine with a Best of Germany 2017 ranking.

BERND WOLF has conquered the jewelry market with its sophisticated collections, characterized by a compellingly clear-cut, minimalist formal idiom. Located in a Black Forest valley near Freiburg, the BERND WOLF manufactory provides customer-focused, personalized service support that is as much a guarantor for its success as its ultra-stringent requirements as regards the quality of its collections' basic materials.

Not long after setting up his company, Bernd Wolf was one of the first jewelry manufacturers to introduce gold-plated silver on the market – a material combination that is not only eminently appealing, but also perfectly skin-compatible, as well as affordable, and captivates many jewelry aficionados. In addition to designing his highly successful silver collections, he enhances the majority of his jewelry creations with an extremely durable gold plating whose gold content is almost equivalent to that of fine gold. Meticulously finished by hand, BERND WOLF's jewelry creations are characterized by an inimitable, fascinating surface texture, and can easily be combined with one another.



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Starting from variable pieces of jewelry and several stages of developing innovative designs to his strikingly distinctive multi-strand cord necklaces and unique bracelets featuring delicate cords, Bernd Wolf has always ventured into new territory. In addition to exploring the relevant technical aspects, he also engages intensely with the symbolism and formal idiom of jewelry, as well as the concomitant meanings.

What also plays an important role for Bernd Wolf when he designs his jewelry is the effect of the gemstones he uses to enhance it. This is why he travels abroad twice a year to select stones of exceptional quality and exquisite beauty. Pearls, hematine, spinel, labradorite, turquoise, onyx, smoky quartz and sponge coral contribute to the compelling appeal of BERND WOLF's creations and to their characteristic design language.

### **Aus der BERND WOLF Manufaktur - mit Lifetime Service**

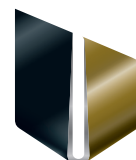
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