

Press-release TFWA - Show Cannes , September 2011

DEUMER 1863 is a renowned German silver manufacturer, who are now launching their brand in travel retail at Cannes 2011 with an exciting collection for the sophisticated traveller. DEUMER cuff links and accessories are selling successfully today in America, Europe and the Emirates to a discerning consumer, who looks for utmost quality in material and craftsmanship combined with exquisite European design.

150 years of skill in craftsmanship and devotion to perfection have been passed down through five generations in this family owned company. The House collections have illustrated the colourful Belle Epoque and enamel loving Art Nouveau, the crazy Roaring Twenties, the Swinging Sixties and now today's return to the classics. They all are reflected in the DEUMER 1863 unique collection 2011, featuring the grandeur of old noble crests, vintage flair of the twenties and the fine elegance of today's business wear.

Exclusively for travel retail, DEUMER 1863 will offer its best selling cuff link, the DEUMER Shield in sterling silver, at a retail price of under 100 Euros. DEUMER 1863 has developed clever and elegant packaging to assist with the traveller's perennial problem of where to safely store jewellery during travel, which we hope will be a further invitation to buy.

DEUMER 1863 is devoted to creating a fine product using exceptional quality materials - precious stones, diamonds, sterling silver, vermeil, real glass enamel - designed and made in Germany at price points between 100 and 1.200 Euros. We are proud of the business partnerships that we have created during the past 100 years, and we now seek to build strong and profitable partnerships with retailers in the travel retail market.

Johan and Maria Conze extend a personal invitation from DEUMER 1863 to present the 2011 collection at stand U6 in the Ambassador Village Level 4 at the TFWA in Cannes from 19th - 23rd September 2011.

Contact: Maria Conze, +49 175 208 8585 / maria.conze@deumer.de