



PRESS RELEASE 2009

The designers behind the brand name DYRBERG/KERN are the founders of the company, Gitte Dyrberg and Henning Kern. DYRBERG/KERN markets collections of hand made jewellery for men and women, timepieces and eyewear.

PASSION AND VISION

DYRBERG/KERN's passion is to create an international eternal brand which reflects style, image, dreams and beauty.

DYRBERG/KERN's vision is to be a leader within our concept.

MISSION

DYRBERG/KERN markets modern contemporary luxury goods for an international market. We are unique within our niche and are trend-setting within our concept. **We reflect personality, identity, innovation, quality, simplicity and value for money.** Our design is based upon our Scandinavian design tradition and is always linked to current fashion trends.

DESIGN CONCEPT

The product design and the unique concept of DYRBERG/KERN, which have proven successful worldwide, have always been our main focus. The heart of the collections is our costume jewellery. Gitte Dyrberg and Henning Kern seek to go beyond the trends of time. Our ambitions are to design accessory collections that are more about lifestyle than fashion – and to create products that last for more than one season only. Our design concept is artistic – yet market-oriented – **and is true to global fashion trends with its own identity.**



»» COLLECTIONS, COLORS AND MATERIALS USED

DYRBERG/KERN creates two major jewel collections each year containing different trend themes, targeting various target groups.

Part of the success of DYRBERG/KERN jewellery is caused by the multitude of materials used in the collections. Materials change every season but the base of the costume jewellery collection is nickel-free and lead-free brass which is bent, shaped or cast into a large variety of designs every season and often combined with CRYSTALLIZED™ Swarovski Elements in unique cuttings and different sizes and colors. Freshwater pearls, glass paste beads, colored enamel, Italian buffalo leather, precious stones and stainless steel are playing an even larger role in the collections and are often used mixed together in beautiful combinations.



DYRBERG/KERN timepieces have been part of our concept for several years now. The strength is in the design and unique choice of materials, which make the DYRBERG/KERN timepieces last for years and years. Enjoy the unique blend of classic style and edgy details and celebrate the fact that a DYRBERG/KERN timepiece is a piece of “jewellery that tells time”.

Technically speaking, DYRBERG/KERN time offers you a state-of-the-art high quality product: High accuracy Japanese quartz analog movements manufactured to be of the best quality and powered by a long life lithium battery. The movement is water-resistant. Stainless steel and genuine leather are used for bracelets and straps – designed for great comfort, strength and great looks.





»» **DYRBERG/KERN: The Men's Collection** is grounded in our passion for design innovation and excellent quality. Always tuned into the international fashion pulse yet firm in our commitment to timeless appeal, we combine the best of the new trends with the clean industrial elegance of our Scandinavian heritage.

Mixing the modern and classic, The DYRBERG/KERN Men's Collection adds personality and cool confidence to any look. From cufflinks to playful finger rings. From linked bracelets to leather neckpieces, money clips to innovative key rings and gadgets. Our design accessories and watches reflect simplicity, sophistication and style. New techniques and materials give each piece a modern edge. Rubber necklaces are offset with polished metals. Natural stones bring new powerful dimensions to trendy looks, laser cut and hand polished acetate to achieve high quality surfaces and stainless steel is used to create a strong look.

DYRBERG/KERN EYEWEAR

The unique combination of fashionable design and use of high quality materials is the stylish essence of DYRBERG/KERN. DYRBERG/KERN eyewear features Italian CR39 sun lenses and nylon. All lenses are UV and all styles are handmade from carefully selected acetates and metal alloys – often combined with mother of pearl or CRYSTALLIZED™ *Swarovski Elements* in abundance. Frames are made of either stainless steel, laser cut and polished by hand with plated colors or in laser cut polished Italian acetate. Frames are allergy tested, nickel-free and lead-free.

To complement the eyewear collection DYRBERG/KERN has created a line of fashionable eyewear strings, to use as practical and wearable accessories to your cool new summer shades. The eyewear strings match our Jewels collection to perfection and will make you look like a million – even on cloudy days!



For more information go to
www.dyrbergkern.com