

GEORG JENSEN KEEPS ITS JEWELLERY COLLECTION FRESH AS A DAISY

PRESS RELEASE:

With its combination of freshness, which makes it timeless, and edge, which keeps it always contemporary, Georg Jensen's Daisy Collection has been worldwide jewellery favourite for generations of women.

Cheerful yet sensual, fun yet edgy, Daisy can be worn as a brooch, bracelet, earring or pendant, with jeans, business suit or cocktail dress. Its lively versatility has made it an enduring favourite with free-spirited and self-aware women from Copenhagen to Kyoto, from Manhattan to Mumbai.

Young women in particular have always identified very strongly with the collection. Georg Jensen can fairly claim that there is a definitive 'Daisy Girl'. She is open-minded and well-travelled, mixing a sense of humour with an independent sense of fashion. Her love of the romantic and the quirky find a perfect expression in Daisy's blend of the chic and the kooky.

Georg Jensen enhances the continuing popularity of the collection by regularly adding new colours and materials. Available in white, black, rose, purple and pastel green, the sterling silver range is augmented by silver with diamonds, and 18 carat gold with diamonds.

Now - from April 2008 – Georg Jensen is making a stunning addition to the Daisy chain. A silver brooch/pendant with a single petal set with diamonds, 'Love Me – Love Me Not' brings a fresh, opulent twist to the long tradition of the daisy as a love token.

The Daisy collection has its roots in the flower's long association with the Danish crown. When Crown Princess (later Queen) Ingrid gave birth to Princess (now Queen) Margrethe in 1940, Georg Jensen made a special version of the Daisy jewellery in celebration. It remains a firm favourite of Her Majesty (known as 'Daisy' to the Royal Family).

The daisy (derived from 'day's eye'), is the national flower of Denmark. Its purity and pleasure makes it the ideal symbol for the nation's scenic routes, and is the perennial favourite of Scandinavian women wishing to wear an emblem of the long days of summer.

About Georg Jensen

For more than 100 years, Georg Jensen has been a world famous silversmith creating exclusive jewellery, flatware and hollowware. All over the world millions of people are drawn by Georg Jensen because of the Scandinavian design, the unique quality and superior craftsmanship, and Georg Jensen is recognised as one of Denmark's best-known and most-loved brands, with over 100 stores worldwide.