

DAISY BLOOMS AGAIN

PRESS RELEASE:

When young Swedish Princess Ingrid married a Danish Crown Prince in 1935, she wore a very special Daisy broche with rose-cut diamonds. It was a gift from her father as a memory of her late mother Crown Princess Margaretha of Sweden – nicknamed Daisy.

The Daisy Collection as we know it today was created in 1940 celebrating the birth of Princess Margrethe. The newborn Princess was named Margrethe after her grandmother Margaretha – and was, also like her Swedish relative, nicknamed Daisy.

The elegant and minimalist Daisy flower soon became the symbol of the newborn Princess and the hope she represented during the war. Still today, the Daisy reminds people of the amazing history, and for many people it is the symbol of Denmark.

The Daisy story is not only the story of the Danish Royal Family. It is also the story of a jewellery icon which has influenced Scandinavian fashion and lifestyle for more than 60 years.

From being cool and aristocratic in the 40's and the 50's, the Daisy turned noble and elegant in the 70's and 80's.

After a quiet period, the Daisy jewellery collection is back – stronger and more vivid than ever. Young trendy girls are wearing the broche on jeans. The Daisy fits perfectly into the whole vintage wave where fashionistas use it to underline their personal style – making it casual and trendy at the same time.

It is just like the Royal Family, where the new young generation now is setting the agenda as fashion and style icons around the globe.

Daisy – the national flower of Denmark – has once again become the “must have” among the young and cool crowd in Scandinavia. And around the globe trendsetters and fashion connoisseurs have also discovered the Daisy. Whether they buy it from the new colourful collection or are lucky to find that rare vintage Daisy in their grandmother's drawers, the Daisy provides a luxurious sense of quality, history and is at the same time the very essence of being cool and trendy.

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.

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.