

## FORD MODEL TEAMS UP WITH GEORG JENSEN

### PRESS RELEASE:

As part of the global Daisy Launch, Georg Jensen has teamed up with rising model star on the international catwalk – Agnete Hegelund.

Only two weeks after Agnete Hegelund signed her contract with Ford Models, her amazing look was on the cover of German Elle.

Ever since she took the first small steps on the international catwalk, the hype has been building up around this 19-year old Danish goddess-like model. Today she is a frequent guest in photographer Steven Meisel's editorials in Italian Vogue.

In 2008 Agnete will be complementing the soft wool of Pringle. She will be in the front row of Alberta Ferretti's spring campaign – and of course, be the face of Georg Jensen's Daisy Jewellery Collection throughout its international launch.

Rolf Berntsson, International Marketing Director in Georg Jensen states:

“With her ice blue eyes and her fair and blond hair, Agnete Hegelund is the perfect match for our global Daisy launch. Like Daisy, she is fresh, edgy and the epitome of Scandinavian beauty and luxury lifestyle. Also like Daisy, she is the rising star on the international fashion scene and will – in her own understated and pure way – conquer the world.”

### *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.*