



BY APPOINTMENT TO
HER MAJESTY THE QUEEN OF DENMARK

GEORG JENSEN

ESTABLISHED 1904

GEORG JENSEN RE-ISSUES THE BERNADOTTE BAR COLLECTION AFTER A 50-YEAR ABSENCE

Georg Jensen, the Danish design house, proudly re-issues a sterling silver bar set created by one of its most iconic designers, Sigvard Bernadotte. Not seen in regular production for more than 50 years, the four pieces in "Bernadotte" offer a timelessly elegant look that is perfect for entertaining today.

Bernadotte was originally designed at the height of the Art Deco era and introduced to a world of cocktail parties and cosmopolitan sophistication. Today, as cocktails enjoy a resurgence in popularity, Bernadotte represents the best design of its time while offering a sleek presentation for modern hosts.

Crafted by hand in the Georg Jensen silversmith, Bernadotte consists of a shaker, tray, beaker and ice bucket featuring a harlequin motif of hand-engraved lines. The extraordinary precision needed to engrave these lines, and to have them meet consistently at the bottom of each piece, is a testament to the expertise of the Jensen silversmith.

"Bernadotte emerged during a time of functionalism at Georg Jensen, where forms were pure, unadorned and practical," says Nicholas Manville, Managing Director of Silver at Georg Jensen. "It is this simplicity and integrity of design, carried out in the handwork of our master craftsmen, that makes the set so relevant today."

Because Bernadotte had been out of production for so long, recreating these designs was an extraordinary, painstaking process. The silversmith worked from original sketches and objects in the Georg Jensen archives, piecing the story and the process together and training silversmiths to execute the designs once again. And in a nod to modern hosts, the four styles in Bernadotte will be sold individually, letting people mix and match to create the set they want.

ABOUT SIGVARD BERNADOTTE

Sigvard Bernadotte was a Swedish prince and accomplished designer when he joined Georg Jensen in 1930. He had recently spent time in New York City,

where he thrilled to the jazz clubs and cocktail culture that was popular then - and very different from his experiences in Scandinavia. Inspired by his American adventure, he created this handsome set, and instead of glasses he designed beakers for drinking, the way cocktails were served in the States at the time.

Bernadotte is also well known for the silver flatware pattern he designed at Georg Jensen in 1939, a pattern also named for him. Its sleek styling and engraved parallel lines are reminiscent of the Bernadotte bar set and offer a beautiful complement.

He was a visionary industrial designer whose bold designs and modern sensibility were in the vanguard of the Art Deco movement. His willingness to defy convention helped lead Georg Jensen from the more ornate, organic shapes of the Art Nouveau era into a streamlined future and a look the company is still known for today.