

Bringing luxury to life

For the jeweller Oeding-Erdel, sieger design has created catalogues in a coffee-table format and is providing support in establishing its own brand of jewellery

Oeding-Erdel is one of Germany's premiere jewellers, renowned both for its expert skill and knowledge concerning watches and for the unique pieces fashioned in its own jewellery studio. sieger design has been working with Oeding-Erdel since 2014, e. g. in creating annual catalogues. For the latest the team once again worked with renowned photographers such as Sarah Illenberger, Jana Gerberding and Hubertus Huvermann. 2024 also marked the debut of the jeweller's own jewellery brand Oeding-Erdel Jewellery, for which sieger design provided support in the form of a logo and corporate design.

Being a top-flight jeweller means far more than simply having a large, attractively presented store in a prominent location. The true hallmarks of quality are found behind the scenes: in watchmaking workshops and jewellery studios, for example. To convey Oeding-Erdel's unique mastery, sieger design uses joined-up, emotionally engaging storytelling.

Despite the growth of digital media, the high-quality catalogues which the company publishes each year remain an important communication medium. "Our catalogues always go down very well with our customers," according to owner Thomas Oeding-Erdel. The catalogues have a measurable and lasting impact: it's no accident they're called "coffee-table books", because that's where customers store them for months on end so they can keep on browsing them.

The primary focus was on the three collections - watches, jewellery and own-brand jewellery produced in the company's in-house studio. These three collections were showcased such that each was able to stand out in its own way, with harmonious combined catalogue concepts being developed year on year.

sieger design revised the overall visual appearance of the brand in spring 2014. Now - ten years later - a new brand has been born: Oeding-Erdel Jewellery. The jewellery, developed in the Oeding-Erdel studio on Prinzipalmarkt, has become ever-more distinct over the years; its artisanal production meaning its exclusivity can hardly be surpassed. Thus, the market launch of the Oeding-Erdel Jewellery brand in 2024 was the logical next step, with sieger design providing support in the form of conceptual and specialist expertise. Starting with the development of the corporate design and communication, expansion of the brand continued apace, making a separation of the jeweller Oeding-Erdel and brand Oeding-Erdel Jewellery ever more tangible for the customer.

In addition to showcasing the full spectrum of Oeding-Erdel's expertise, the catalogue is also carbon-neutral. All emissions generated during the production of the deluxe coffee-table book, which was printed on uncoated paper, were measured and offset by certified environmental projects.

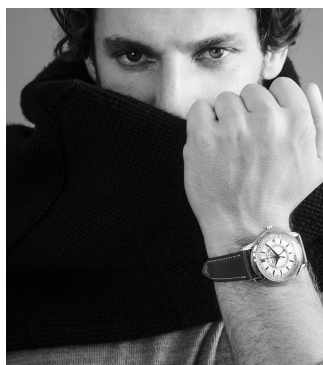


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