



Communication | Oeding-Erdel

## Putting precious jewels centre stage

Catalogues, an ad campaign, a website and an event – the relaunch of jewellery brand Oeding-Erdel

A stronger focus on functionality across the board, clear differentiation between different sections of the portfolio and a consistently elegant portrayal of carefully crafted jewellery and watchmaking masterpieces – these are the aims behind our partnership with Oeding-Erdel, one that was launched back in spring 2014. Alongside product catalogues, a finely balanced overhaul of the corporate design and a series of accompanying advertisements, sieger design devised an exclusive event held at Harkotten Castle.

Since 2014 many further marketing and communication materials have built on the relaunch. Discover a selection of these projects:

Print | Bringing luxury to life

[www.sieger-design.com/en/projects/bringing-luxury-to-life/](http://www.sieger-design.com/en/projects/bringing-luxury-to-life/)

Online | A virtual world of jewellery

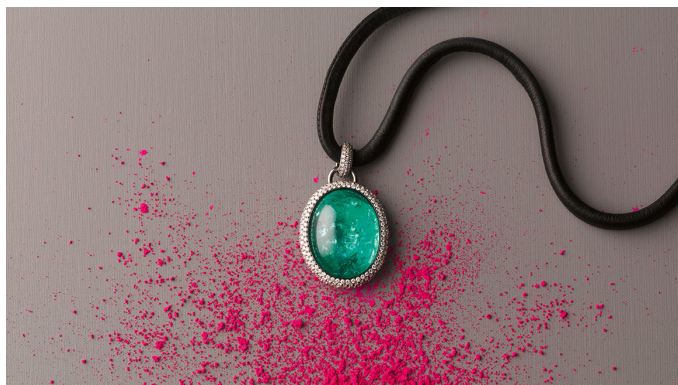
[www.sieger-design.com/en/projects/a-virtual-world-of-jewellery/](http://www.sieger-design.com/en/projects/a-virtual-world-of-jewellery/)

Public Relations | A key that fits

[www.sieger-design.com/en/projects/a-key-that-fits/](http://www.sieger-design.com/en/projects/a-key-that-fits/)



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