

# 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:

Communication | 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/)



sieger design

### **Kontakt**

sieger design GmbH & Co. KG  
Schloss Harkotten  
48336 Sassenberg

Telefon +49 5426 9492-0  
Telefax +49 5426 9492-89  
[info@sieger-design.com](mailto:info@sieger-design.com)

Copyright concept & text: sieger design  
Picture credit on request