

# SIEGER

## The premium brand by sieger design

**After and alongside successful agency projects, in 2005 Christian and Michael Sieger decided to launch their own premium brand. Then as now, they were driven by a desire to create home and tableware icons and to enrich people's everyday lives with beautiful, unique design touches.**

The brand follows a resolute strategy: diverse premium products that express joie de vivre and combine quality with functionality. These products are manufactured exclusively by selected partners such as Porzellanmanufaktur FÜRSTENBERG, in whose studios every single piece is made by hand. The exceptional collections are now used in private apartments, yachts, luxury restaurants and five-star hotels.

For the SIEGER brand, we created new interdisciplinary structures that bolster the company's expertise in design, communication and international markets and distribution channels. Our agency partners also benefit from this long-term strategy, the overall development and the network. For sieger design, SIEGER represents a successful example of strategic brand development and integrated brand management.

Go to the SIEGER website: [www.sieger-germany.com](http://www.sieger-germany.com)

Design | Graceful golden days

[www.sieger-design.com/en/projects/graceful-golden-days/](http://www.sieger-design.com/en/projects/graceful-golden-days/)

Design | Rooms full of wonders

[www.sieger-design.com/en/projects/rooms-full-of-wonders/](http://www.sieger-design.com/en/projects/rooms-full-of-wonders/)

Public Relations | Reaching for the stars for a good cause

[www.sieger-design.com/en/projects/reaching-for-the-stars-for-a-good-cause/](http://www.sieger-design.com/en/projects/reaching-for-the-stars-for-a-good-cause/)



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