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1 EINE UHR MIT VIELEN VARIATIONSMÖGLICHKEITEN: „FIORE“ 2 HALSKETTE KARA MIT WEISSEM ZIRKONIA 3 COLLIER „GWEN“ IM GLAM-ROCK-STYLE MIT FACETTIERTEM GLAS 4 HALBMONDFÖRMIGE OHRRINGE MIT TYPISCHEM KORNBLOMENPAVÉE, SERIE „NARA“ 5 TOP MODISCH: DIE SPANGENUHR „MIO“ 6 SCHWARZE ZIRKONIASTEINE IN REIZVOLLER PAVÉEFFASSUNG: SCHMUCK AUS DER SERIE „ZOE“ 7 OHRRINGE „ANGEL“ MIT WEISSEM ZIRKONIA 8 EDELES ARMBAND AUS SILBER: „MARIA“ 9 MIT EDELSTAHLKUGELN ODER PERLEN IN GRAU ODER WEISS: DAMENUHR „PEARLS“

# ELEGANCE AND CLASS

THE WATCHES AND JEWELRY CREATED BY JOOP! EMPHASIZE A WOMAN'S INDIVIDUALITY AND OPEN THE DOOR TO A BRAND UNIVERSE THAT ABOUNDS WITH SURPRISES - VERY MUCH IN TUNE WITH THE CURRENT STYLE.

JOOP! is a label that stands for world-famous designs and an unequalled way of combining femininity with sophistication. The brand universe this name refers to comprises fashion for women and men, accessories, jewelry, and a watch collection that will thrill any woman. After all, it represents the values that are perfectly in line with our modern time: an individual style that is just as inspiring as it is enchanting and that also interprets modernity on the basis of classic elegance. The JOOP! company was founded in 1987 in Hamburg. Since then, its success has been accompanied by wonderful fragrances, a variety of fashion lines, accessories, a Home Decor collection and, of course, exquisite jewelry and beautiful watches.

Since 2007 the fate of JOOP! GmbH has been fashioned by the sought-after designer Dirk Schönberger. The exciting new collection of jewelry and ladies' watches, which provides contemporary solutions for all occasions and any of a woman's different moods, presents itself just as nonchalant and sexy as his JOOP! Womenswear collection. The JOOP! Jewellery collection, which reinterprets a clear and modern formal idiom, captures nature's sensuousness and effectively sets off the carefully selected materials to maximum advantage. Enchanting plays of light and shadow or the contrast between white silver and black zirconia stones make for an exciting tension, turning these sometimes filigreed and sometimes dominant pieces into veritable eye-catchers. The eight exquisite lines include, for example, the "Zoe" line featuring the symbol-laden cross or the "Nara" line with delicate floral patterns.

The characteristic feature of the JOOP! Time collection are the either classically elegant or sporty designs of the watches whose cases are made of high-quality stainless steel and complemented by hardened mineral glass. The emphasis on the quality of these models equipped with premium quartz movements is underlined by solid stainless steel wristbands, exquisite leather straps or even pearl bands such as in the charming "Pearl" line. Quality is an absolute must, whereas the designs are an extra which JOOP! creates with a lot of passion. The fascinating new models include the above-mentioned "Pearl" pieces which perfectly



bridge the gap between jewelry and timepiece. The very fashionable "Mio" model with a clip-type bangle wristband is also a watch and a piece of jewelry at the same time. The "Fiore" models with their intriguingly clear formal idiom and eminently harmonious design are available with various wristbands, either plain or set with gemstones.

With a series of three watches featuring the same case as the successful "Romano" model, the JOOP! Time collection presents the new "An African in New York" fashion theme, combining urban lifestyle with the magic of the African steppe and providing yet another proof of how well contemporary zeitgeist can be combined with class and style. ■■■■