

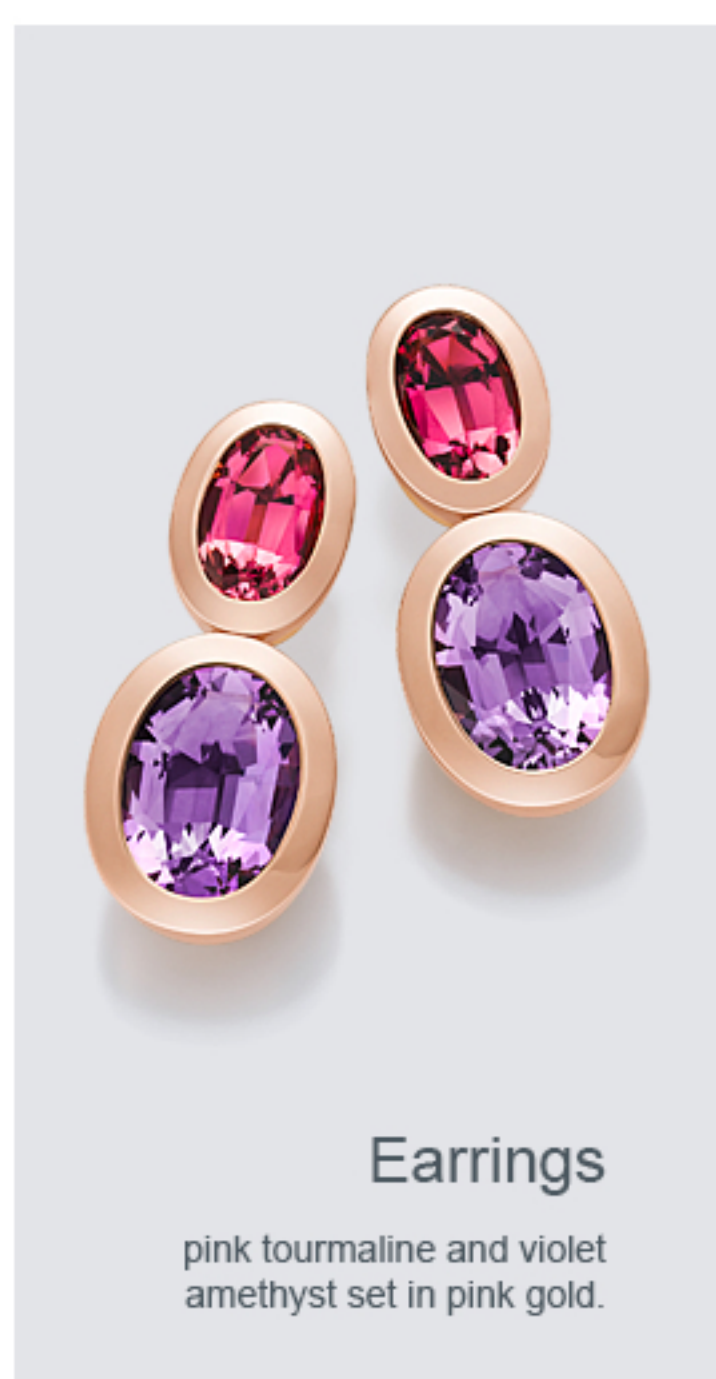
Our Kashmir collection is perfectly on-trend. Shades of violet and pink still make their mark here. It is precisely this combination that has been declared Colour of the Year 2014 by colour experts at the *Pantone Colour Institute*. Radiant Orchid - a luminous bright orchid-violet.

However, for a collection to be successful and to sell well, it must be something more than just on-trend. The design must be in harmony! Read how sophisticated, versatile and modern Kashmir actually is.

Best regards,  
Axel Scheffel

## Expressive

Taking centre stage in every piece of Kashmir jewellery is the large, colourful stone. The newly developed cut has fewer facets, yet still features sparkling brilliance. So the stones retain a subtle antique feel and offer a bold contrast to the otherwise crisp and modern design of the collection. These two opposites come together in mutual enhancement and become something quite new.



The earrings in the Kashmir range radiate bold violet and pink. The clear structure and broad gold settings emphasise the faceted stones. Our Kashmir collection uses only specially selected and perfectly cut gems.



Style elements from other collections and current materials lend variation to the distinctive jewellery pieces. Combining with Tubogas or even leather bands creates the new look: modern and casual - Jewellery of Today.



Discover the entire collection as well as new styles and colours at the Baselworld Watch and Jewellery Show. Simply make an appointment with us.

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Axel Scheffel  
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Come to see our beautiful novelties.

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