

# THE CROWN JEWELS

*While the rest of EUROPE are trading through the WORST RECESSION in decades, Danish jewellery house OLE LYNGGAARD are recording their best results in 50 YEARS of business.*

WORDS: NIC HOGAN

**SCANDINAVIAN BRANDS** have a knack of gaining attention. In a big way. Think Ikea. And H&M. They have a cool, contemporary cleverness about them. So it should come as no surprise that luxury jewellery brand Ole Lynggaard is in high demand.

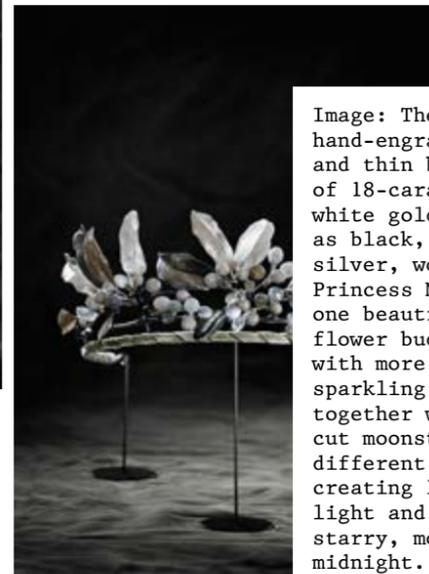
Since arriving in Australia four years ago, the company has expanded from one retailer in New South Wales, to 22 stockists in Australia and New Zealand. "The Australian response has been unbelievable," says Susanna Carter, Ole Lynggaard Field and Marketing Coordinator for Australia/NZ. "Since we launched in 2009, we have increased our turnover year on year."

A series of smart collaborations has catapulted the brand's awareness. The company credits its first ever exhibition at BaselWorld for building interest in a personalisable range of jewellery that skyrocketed sales, particularly in Germany – a relatively new market for the family-run business. The growth in Europe came as a result of Ole Lynggaard signing up almost 40 new stockists four years ago, an expansion the company hopes to replicate globally over the coming years.

According to Susanna, the business strategy, whether in Europe or Australasia, is working with the most prestigious jeweller in each town or state. "Our strategy is to not saturate the market. We are incredibly selective about who we form relationships with – the retailers and boutiques must understand our brand, the story, and passion behind it." >



IMAGE: CHARLOTTE LYNGGAARD



## HABITAT

Image: The delicate hand-engraved leaves and thin branches, made of 18-carat rose and white gold, as well as black, oxidised silver, worn by Crown Princess Mary. Thirty-one beautifully shaped flower buds are set with more than 1300 sparkling diamonds together with specially cut moonstones in different sizes, creating lustres of light and shade, like a starry, moonlit sky at midnight.

### FAMILY TRAITS

Ole Lynggaard, a goldsmith by trade, created the Danish-based business in 1963.

In his quest for ultimate perfection, each gemstone and consignment of precious metal is carefully selected, and with the sensitivity and skills of a true artist craftsman, they are tangibly put to the test. Ole Lynggaard's elegant designs are contemporary and classic. They may take years to perfect and are born of laborious dedication.

This dedication runs through the Lynggaard family veins. Charlotte Lynggaard joined her father's company in 1992 as the chief designer, and has focused on creating pieces that can be built and customised in a similar way to charm bracelets, but using precious materials and creative designs to appeal to a more sophisticated and style-conscious customer. She has been credited with keeping the brand relevant and contemporary.

So emphatic about the attention to detail, nothing leaves the house before Charlotte is 100 per cent satisfied with every design. This thoroughness infiltrates every part of the business – it's almost as important to Charlotte that a ring is given the perfect presentation box, as it is to select the perfect hue of the gemstone. Everything is important.

Because of this, Charlotte has admitted she's not the easiest person to deal with, and Carter can attest to that. "Charlotte is a perfectionist. She expects very high standards. Each collection takes years in the making because every single detail, from the precious metal to the gemstone, has to be perfect. It's amazing to work with someone so passionate, yet she is also approachable! Everyone is on the same level in our company and we work closely. We inform each other what is happening around the world, and what the customer feedback is." It is this feedback that is another reason for their success. "We want to take our customers on a journey with us," explains Carter.

### COMPANY VALUES

That level of importance trickles through every facet of the business, manifesting itself particularly in the brand's advertising campaigns. Teaming up with international supermodel Helena Christensen was a strategic choice. Charlotte has said Helena matches the company's thoughts and values, that she is a mature woman with power and style, as naturally beautiful as she is sexy. Add to this the fact that her personal style embodies the theme of

*A PASSION for making women all over the WORLD feel BEAUTIFUL and special. This is the STRONG FORCE that lies behind the CREATION of our COLLECTION.*



their new collections – bohemian with a splash of luxury, kept casual with an eye for quality, design and detail.

Another shrewd business strategy, being one of few Danish jewellery companies, Ole Lynggaard Copenhagen has opted to keep production in Denmark. To Charlotte this adds an extra sense of security in the design process, allowing her to sit alongside 35 local employees. And she prefers having people close at hand so she can be involved in the creative process from the very beginning to the final touch. Working so closely with the other goldsmiths makes it easier to achieve the perfect result. Clientele are ensured craftsmanship of very rare excellence. Everything is handmade with passion and dedication to the craft.

A breathtaking example of this dedication is the 'Midnight Tiara'. Charlotte spent more than 300 hours with a team of highly skilled goldsmiths to create the masterpiece.

While the priceless tiara can only be worn by Princess Mary, Ole Lynggaard has designed a series of Leaf pendants, so we can all share in the splendor. Classy and clever. ■

