



FOR EDITORIAL

FREY WILLE – “Pure Art” Features Gustav Klimt Jewelry Collection for First Canadian Location in Vancouver

FREY WILLE is world-renowned for its unique and luxurious enamel and gold designs, which showcase the cornerstone of its mission to uphold artistic authenticity and create “Jewelry inspired by Art”. With its 75 boutiques and duty-free shops worldwide, it now includes its first Canadian store at **511 Howe Street, Vancouver** (across Holt Renfrew).

Dr. Friedrich Wille, chief executive officer and president of FREY WILLE is thrilled to give Canadian customers what they have longed for, “Vancouver provides us with an ideal setting – one that embraces the arts – to launch in our first Canadian presence.”

FREY WILLE’s jewelry designs stem from works of celebrated artists such as Gustav Klimt, Claude Monet and Hundertwasser. The “Hope” and “Joy” Diva bangles in the enclosed product sheets are part of the famed Austrian painter, Gustav Klimt Collection. Klimt is the source of inspiration for many of the FREY WILLE hand-painted enamel and gold-plated jewelry. The “Gustav Klimt” collection is distinguished by elegant gold and colored decorations of spirals, swirls and phallic shapes. The primal forces of sexuality, regeneration, love, and death form the themes of Klimt’s work and are reflected in these FREY WILLE designs.

The FREY WILLE collections have always undergone extensive development processes. From the first inspirations to the final designs and production, FREY WILLE artists dedicate years to create exceptional pieces that stand the test of time. The precious enamel, the 24-karat white or yellow gold and the highest artistic quality have assured the company a unique international position in the sphere of luxury products.

Since the 1950s, FREY WILLE has been a global leader of artistic jewelry in precious enamel. With exceptional design philosophy, innovative artists, goldsmiths and fine enamel experts, the brilliance of FREY WILLE’s creations are without question, a labor of love. For more details and photos about FREY WILLE and its unique artistic designs, see the enclosed company profile.

FREY WILLE appeals to an upscale market as its Diva bangles were recently pulled for the Spring 2011 Editorial Shoot for NUVO magazine, Canada’s affluent lifestyle publication. FREY WILLE is seeking other Canadian publications that would like to feature its luxurious jewellery and accessories for product placements in 2011.

If FREY WILLE is a good fit for your magazine, please contact **Liza J. Lee** below. We look forward to your anticipated response and would be pleased to assist your staff with any editorial requests.

Liza J. Lee, Publicist
FREY WILLE Canada
778.238.2024
Liza@LizaJLee.com