




FREYWILLE
| pure ART

Cover: Collection Hommage à GUSTAV KLIMT 2010 | FREY-WILLE.COM



Dr. Friedrich Wille, President



FREY WILLE Headquarter

WHO WE ARE

For many decades FREY WILLE has been the global leading company in artistic jewellery of precious enamel and lists enormous achievements with its unique design concept by the FREY WILLE creative team of artists, goldsmiths and experts of fine enamelling

WHAT WE DO

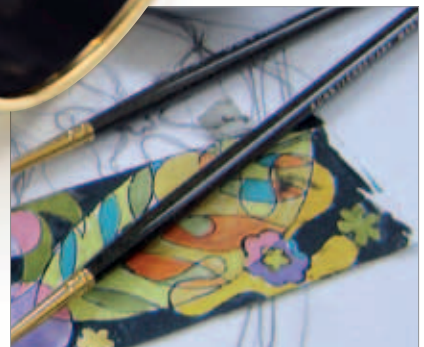
The combination of the precious material enamel with 24ct gold plating in white gold or yellow gold and the highest artistic quality has assured the company a unique position in the luxury products sector. A limited jewellery production and exclusive distribution in Europe, Asia and the US are at the centre of the brand philosophy. FREY WILLE now owns 71 flagship boutiques on three continents: shops in Milan, Paris and London as well as locations in Moscow, Dubai, Los Angeles and Beijing. Our headquarters and place of production are still in Vienna.



FREY-WILLE.COM



ODE TO JOY OF LIFE
- Diva bangle



THE CREATIVE WORK

The artistry is the focal point of our jewellery. The search for new motives, constant inspiration, art-historic research as well as innumerable sketches and colour details precede the creation of our decorative art jewellery. Whether free collections or inspirational collections – each detail is well thought out and carefully researched. From the first idea to the realisation, a collection takes up to two years to develop.



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THE ORIGINAL MANUFACTURING TECHNIQUE

The FREY WILE team of artists, goldsmiths and experts of fine enamelling have taken care to abide by certain high standards to create and produce a collection.

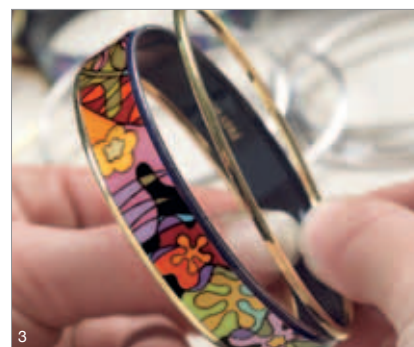


In the centre of each piece of jewellery there is precious enamel – liquid glass, which is applied in several coats. Each coat requires a certain mixing proportion. The grounding, the applying, cleaning and firing result in a total of about 80 working processes.



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In the decoration we use 24 ct gold and after that each colour is applied separately. Special colour combinations have been created and logged to make sure that each collection is produced with the exact same colours.



The finished piece of enamel – a very thin colour intense plate – is fixed in special mountings (24ct gold plated, palladium / rhodium plated or 18ct gold).



HOMMAGE À
GUSTAV KLIMT
- Diva bangle

HOMMAGE À
FRIEDENSREICH HUNDERTWASER
- Diva bangle

THE PRODUCT



All FREY WILLE collections contain a variety of product forms and designs. The collections are the result of free designs, inspirations of art historic epochs or master pieces of famous painters. At the moment there are ten different “Art Collections” and one “Sphinx Fashion Collection”, which put the FREY WILLE logo – the sphinx – as a central theme.

Art Collections:

- Ode to Joy of Life
- Hommage à Poseidon
- Contemporary Art
- Hommage à Venice
- Greco-Roman
- Egypt
- Hommage à Claude Monet
- Hommage à Gustav Klimt
- Hommage à Hundertwasser
- Hommage à Alphonse Mucha



SPHINX FASHION KOLLEKTION
- Wide rings



HOMMAGE À
ALPHONSE MUCHA
- Creole earrings



ODE TO JOY OF LIFE
- Booklet pendant with
snake chain

Each collection consists of several sets – different interpretations of the collection theme. A set consists again of different products:

- bracelets
- rings
- pendants
- earrings
- jewellery watches
- accessories



ODE TO JOY OF LIFE
- Luna Plena pendant
with Anchor chain

The client can combine his / her own set immediately or extending over several years.



JEWELLERY WATCHES

The elegant jewellery watches are a perfect union of jewellery and a time-piece. As a combination of the artistic high quality design and the Swiss ETA quartz clockwork the jewellery watches are designed in different models (Round, Rectangular and Oblong).



ODE TO JOY OF LIFE
 - Rectangular watch "Paradise Moonlight"
 - Oblong watch "Paradise Sunlight"
 - Round watch "Red passion"



ODE TO JOY OF LIFE
 - Silk scarves

ACCESSORIES

Scarves and gavroches give each outfit a special something. 100% silk, rolled by hand and then hand printed, they fit with several designs of the FREY WILLE jewellery collection.

FREY WILLE pens make writers' hearts beat faster. A noble design in a body of brass (gold plated / black painted) or pure Sterling silver, a feather of 14ct. gold and the famous enamel designs of exclusive FREY WILLE collections characterise the writing instrument collection, of whose detail and highest artistic creativity enthusiasts love.

The FREY WILLE accessory-collection bags can be worn with scarves threaded through the pocket flaps. These can be applied and changed at will. High quality leather guarantees wear resistance and longevity.



DESIGNER BAG "GLORINETTE"



MEN-PEN "RALLYE"





EAGLE MEN'S COLLECTION
- Cufflinks
- Belt



RALLYE MEN'S COLLECTION
- Tie

MEN'S COLLECTION

Accessories and beautiful jewellery are no longer just for women. The modern man sets high value on his looks as well, and appreciates being well groomed. FREY WILLE's men's collection also satisfies this demand. Ties, tie clips and cuff links are the ideal accessory. Perfectly harmonising with the belt buckle of the same collection they accord each elegant man what is expected of him in these modern times; a sense for taste and awareness of the art around him.

FREY WILLE SHOPS

• AUSTRIA	Vienna (3) Vienna Airport (2) Salzburg Innsbruck Graz	• KAZAKHSTAN	Almaty * Astana*
• AUSTRALIA	Sydney	• LATVIA	Riga
• AZERBAIJAN	Baku*	• LEBANON	Beirut
• BELGIUM	Brussels	• LUXEMBOURG	Luxembourg
• CANADA	Vancouver	• PAKISTAN	Islamabad *
• CHINA	Beijing (3) * Chang-Chung* Harbin * Nanjing* Shenyang* Wuxi* Xi'an*	• POLAND	Warsaw
• CZECH REPUBLIC	Prague Haté, Freeport Outlet	• RUSSIA	Moscow (6) Nizhni Novgorod St. Petersburg (3) Yekaterinburg (2) Kazan Samara Rostov-on-Don
• FRANCE	Paris (2) Strasbourg Cannes	• ROMANIA	Bucharest
• GERMANY	Berlin (2) Munich Hamburg	• SERBIA	Belgrade
• GREAT BRITAIN	London	• SLOVAKIA	Bratislava
• GREECE	Athens	• SLOVENIA	Ljubljana
• HONG KONG	Hong Kong (2)	• SPAIN	Madrid
• HUNGARY	Budapest (2) Budapest Airport	• SWEDEN	Stockholm
• ITALY	Capri Rome Florence Naples Milano Venice Verona Bolzano	• TAIWAN	Taipei
		• TURKEY	Istanbul (2)
		• U.A.E	Dubai (3)
		• UKRAINE	Kiev Odessa
		• U.S.A.	Los Angeles New York

[* Partner Shops]

DUTY FREE

• BAHRAIN	Manama, Bahrain International Airport
• BELGIUM	"Sky-Shops", Brussels National Airport
• CANADA	Vancouver International Airport
• CHINA	Beijing International Airport Beijing Downtown Duty Free Dalian International Airport Shanghai Pudong International Airport
• EGYPT	Egypt Air Downtown Duty Free
• JORDAN	Amman Duty Free
• KUWAIT	Kuwait International Airport
• LEBANON	Beirut International Airport
• OMAN	Oman Duty Free, Seeb International Airport
• QATAR	Doha International Airport,
• RUSSIA	St. Petersburg, Internat. Airport Pulkovo Moscow Aerofirst Duty Free, Sheremetyevo Airport Runway Vnukovo Airport Moscow Aeroport „Domodedovo“ (Moscow)
• SINGAPORE	Changi International Airport
• SYRIA	Ramak Duty Free Shop, Damascus Aleppo Duty Free, Aleppo International Airport Daraa Duty Free, Naseeb Border Center + Gdaideh (Bordershop)
• UKRAINE	Kiev Duty Free, Borispol Airport
• U.A.E.	Abu Dhabi Duty Free, Abu Dhabi International Airport Dubai Duty Free, Dubai International Airport

AIRLINES

SINCE

• AUSTRIAN AIRLINES	1980
• EMIRATES AIRLINES	1996
• AEROFLOT	2003
• KINGFISHER AIRLINES	2008
• SRI LANKA AIRLINES	2008



THE
BEST
PLACES



VIENNA ALBERTINAPLATZ



VIENNA STEPHANSPLATZ



PARIS HONORÉ



MOSCOW CROCUS



LONDON REGENT STREET



HAMBURG NEUER WALL

THE
BEST
PLACES



ITALY CAPRI



FRANCE CANNES



TÜRKEI ISTANBUL



SWEDEN STOCKHOLM



UKRAINE KIEV



USA LOS ANGELES