

SPRING/SUMMER 2023

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EXPRESS YOURSELF WITH COLOURS

Eagerly anticipating all the beautiful colours of blossoming spring, we are bringing in tons of new colour combinations in gorgeous summery hues for our upcoming Spring/Summer 2023 collection. It will be an exciting time with all nature awakening in fresh vibes as you step out in beauty and shine bright in splendid spring and summer colours.

"Jewellery is an expression of self, where you adorn yourself like you decorate your home. You are your own canvas of expression and jewellery is one of the elements you can play with to truly feel confident and feel like yourself."





LET YOURSELF SHINE



SOMETHING NEW & EXCITING!

Introducing brand new Spring/Summer 2023 collections from Sif Jakobs: Ivrea, Ponza and the exclusive collection Galatina!

Our new collections are brimming with jewellery in exciting styles that are glamorous, innovative, fun, COLOURFUL and truly desirable. This time we have envisioned a wide range of colours, shapes and sizes; which means jewellery with unlimited possibilities for everyone! These new designs involve empowering jewellery pieces for women who are into what is happening right at this moment in the fashion scene as well as women who love elegance and classic pieces that never go out of style.

CLASSIC MADE FABULOUS!

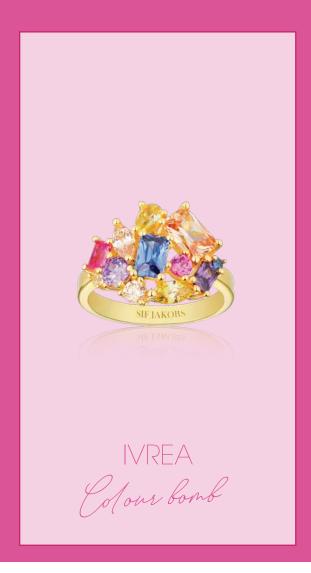
Get ready for some grand additions to the popular SJJ collections. We have new pieces in our newest collections Roccanova and Capizzi; new exciting styles in the Ellera; beautiful add-ons to the Adria and Padua and last but not least new watches too!

We hope our new affordable luxury jewellery pieces will satisfy your longing for sparkling darlings to let yourself shine!

with love SJJ Team



NEW COLLECTIONS









& ADD-ONS









"I had an idea to create a mixture of two of my favourite collections that are very popular among our customers, Antella and Belluno.

Antella is known for a mix of baguette cubic zirconia and Belluno is set with round cubic zirconia in various sizes. When combining these two collections I created the Ivrea collection.

I played around arranging stones in different sizes and colours, positioning the stones on different designs and ended up with so many fantastic styles. It was a fun process to deconstruct pieces from the collections and create something new. I chose very vibrant and bright colours to give the pieces the attention they deserve."





IVREA

PLAYFUL, ENCHANTING & FULL OF LIFE!

The Ivrea collection is an ode to our Antella and Belluno collections which have been very popular among our dear customers. Ivrea was born when we sought inspiration within our most popular collections, Antella and Belluno. From this divine union, a perfect mixture of the two styles blending seamlessly with Italian elegance was created.

The glamorous designs in this collection combine round and baguette high-quality cubic zirconia in various sizes and colours! Playing with size and shape resulted in interesting play on light, reflections, and endearing angles. All the beautiful Ivrea styles are dressed in enchanting new colour combinations.

All styles are available in 925 sterling silver with white or multi-colour cubic zirconia with 18k gold plating or with white cubic zirconia with rhodium plating for that extra surface shine.



IVREA CINQUE EARRINGS SJ-E12320-XCZ-YG





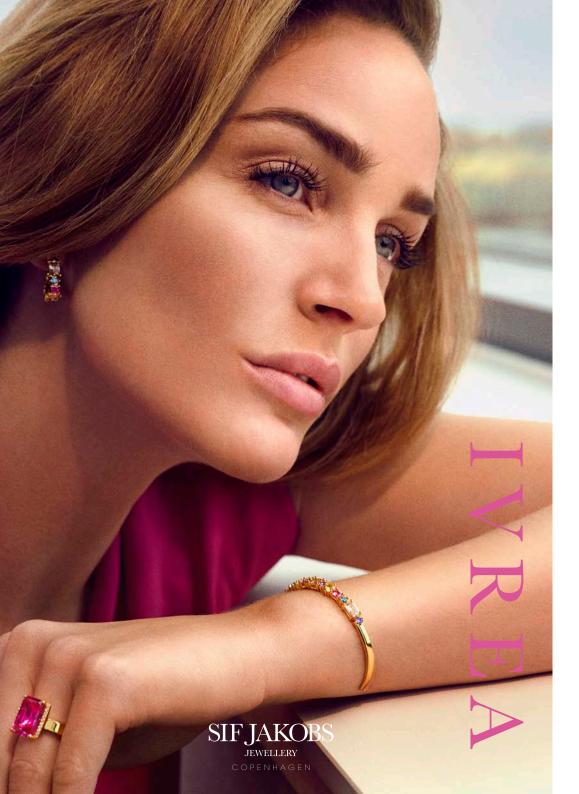
IVREA CREOLO PICCOLO EARRINGS SJ-E12311-CZ



IVREA CREOLO PICCOLO EARRINGS SJ-E12311-CZ-YG

IVREA LET YOURSELF SHINE





The *glamorous* designs in this collection combine round and baguette high-quality *cubic zirconia* in various sizes and colours!



IVREA CREOLO PICCOLO EARRINGS SJ-E12311-XCZ-YG



All styles are available in 925 sterling silver with white or multi-colour cubic zirconia with 18k gold plating or with white cubic zirconia with rhodium plating for that extra surface shine.







IVREA GRANDE RING SJ-R12331-CZ-YG







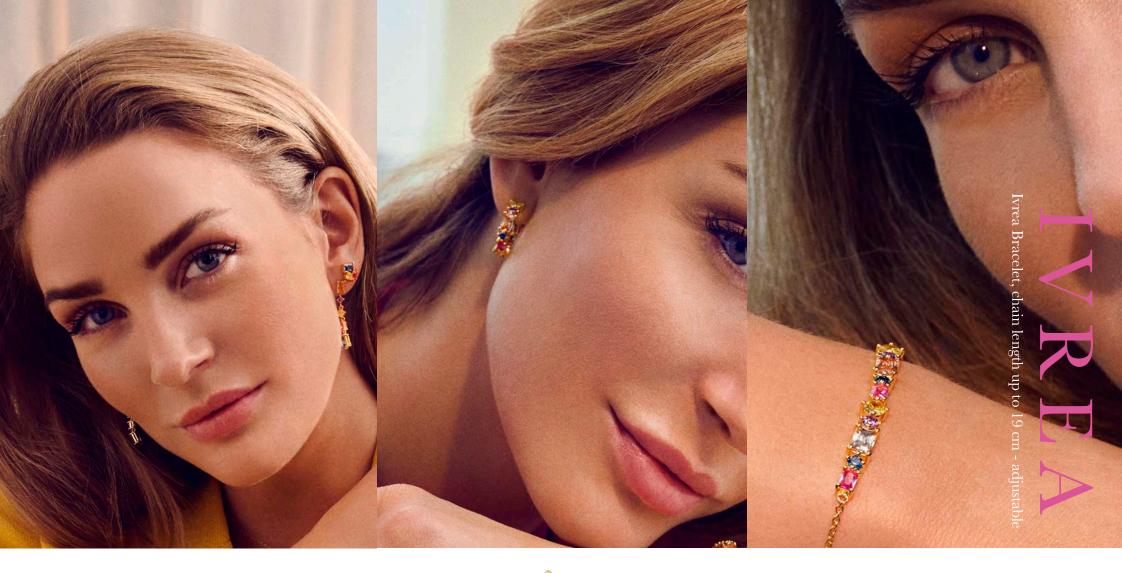
IVREA CREOLO MEDIO EARRINGS SJ-E12312-CZ-YG



IVREA CREOLO MEDIO EARRINGS SJ-E12312-XCZ-YG



IVREA CREOLO MEDIO EARRINGS SJ-E12312-CZ











IVREA CINQUE EARRINGS SJ-E12320-CZ-YG



IVREA CINQUE EARRINGS SJ-E12320-CZ



IVREA TRE EARRINGS SJ-E12306-CZ



IVREA TRE EARRINGS SJ-E12306-CZ-YG



PONZA

CAPTURING THE MAJESTIC WAVES OF THE SEA

The Ponza collection is inspired by our ocean. The majestic waves of the sea have been translated into this stunning collection filled with sparkling cubic zirconia and freshwater pearls in all sizes. The square profile of the stones contrasts with the wavy movement of the design and the lustrous pearls demand even more attention.

Freshwater pearls are durable real pearls and if properly cared for, they will withstand the tests of time.

"I am so fortunate that I live by the ocean and it connects me with my roots from my home country, Iceland. The sounds of the waves calm me down and I have always been a huge fan of the ocean and its power. It gives me a sense of calmness. I have always loved the movement of the sea and wanted to design pieces that capture this wavy movement but still have a geometric profile that I am so fond of. This is how the Ponza came to life."





PONZA

The collection is available in 925 sterling silver with white cubic zirconia and freshwater pearls with 18k gold plating or rhodium plating.

SJ-E12350-PCZ











Galatina Necklace, chain length up to 50 cm - adjustable



GALATINA

WITH FRESHWATER PEARLS

Galatina is an **EXCLUSIVE** two-piece collection. A gorgeous elegant set of earrings and necklace in 18k gold plated 925 sterling silver with a champagne-coloured baguette cubic zirconia and drop-shaped freshwater pearls.

These glamorous pieces have this vintage feel to them with a modern edge. It is perfect for summer gala nights or the upcoming wedding season.







... Add-ons

ROCCANOVA

CAPTIVATINGLY COOL

As the Roccanova collection has been taking the world by storm, it is only fitting to make some irresistible add-ons to the collection.

Some of the existing styles are making a grand entrance in yellow and hot pink colours this spring.

There are also brand new designs in completely new vibrant colour-combi and much more, to dress you up in delightful splendour all throughout Summer 2023! These styles are must-haves for the upcoming season!



Chain length up to 45 cm - adjustable

ROCCANOVA



The collection is available in 925 sterling silver with white or coloured cubic zirconia with 18k gold plating or with white cubic zirconia with rhodium plating for that extra surface shine.





ROCCANOVA ALTRO GRANDE RING SJ-R42267YELCZ-YG



ROCCANOVA

All necklaces in the collection come with a 45 cm adjustable anchor chain.



ROCCANOVA GRANDE EARRINGS SJ-E42275-CZ



ROCCANOVA GRANDE EARRINGS SJ-E42275-CZ-YG



NECKLACE SJ-N42276-CZ



ROCCANOVA X-GRANDE NECKLACE SJ-N42276-CZ-YG



ROCCANOVA ALTRO QUATTRO RING SJ-R42269-CZ



ROCCANOVA ALTRO QUATTRO RING SJ-R42269-CZ-YG



ROCCANOVA ALTRO QUATTRO RING SJ-R42269YELCZ-YG









ROCCANOVA CIRCOLO EARRINGS SJ-E42272-CZ



ROCCANOVA CIRCOLO EARRINGS SJ-E42272-XCZ-YG



ROCCANOVA CIRCOLO EARRINGS SJ-E42273-CZ



ROCCANOVA CIRCOLO EARRINGS SJ-E42273-XCZ-YG



ROCCANOVA RING SJ-R42265-CZ



ROCCANOVA RING SJ-R42265-XCZ-YG

ROCCANOVA





... Add-ons

CAPIZZI

MODERN & SLEEK

Characterized by sleek geometric and stylized forms. We have given the Capizzi collection a touch of the rainbow and dressed them in all its colours!

The highlight however is the ever-popular Capizzi ring. This season it comes in pink! As if it wasn't statement enough before, but just look at it now!

We have also made a gorgeous bangle – a completely new design we have never tried before. It is so sleek and comfortable to wear that we think you won't want to take it off.

There is no way these beauties can go wrong!

CAPIZZI BANGLE SJ-BG42263-CZ





CAPIZZI BANGLE SJ-BG42263-CZ-YG











CAPIZZI X-GRANDE EARRINGS SJ-E42218-XCZ-YG





$\overset{...\,\,\mathrm{Add\text{-}ons}}{ELLERA}$

GUESS WHO'S BACK!

There is no new collection launch without some add-ons to the all-time best-selling collection Ellera!

As Ellera Quadrato pieces have been flying off the shelves, we think there is a large segment of women out there who need some bracelet action. The beautiful square cubic zirconia is placed on a delicate 19 cm adjustable anchor chain bracelet. We have picked the best colours and added a hot pink to the line for a bold summer statement. The bracelets are perfect for the little extra touch to every outfit. Little square studs are also important to add to the new collection. These darlings are super price friendly and the gift that can not go wrong!



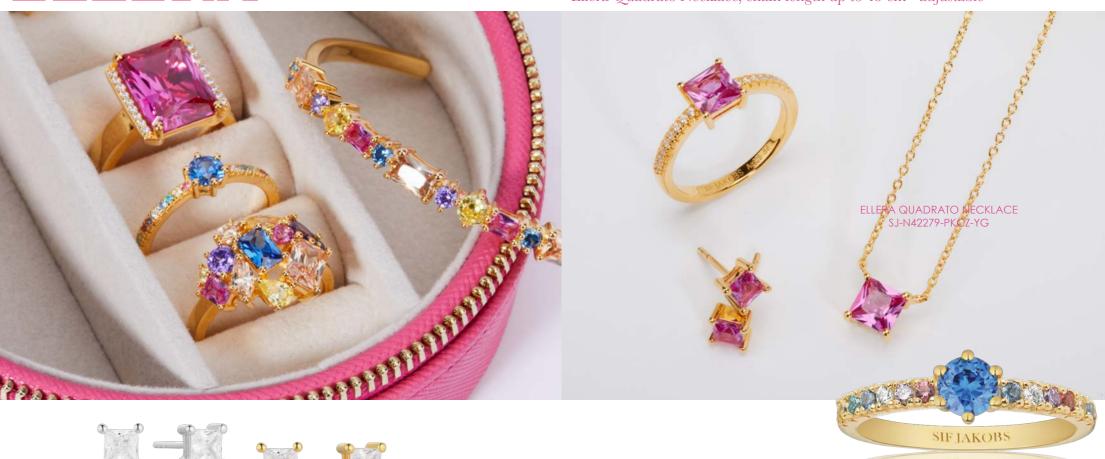




ELLERA QUADRATO BRACELET SJ-B42274-PKCZ-YG

ELLERA

Ellera Quadrato Necklace, chain length up to 45 cm - adjustable







ELLERA QUADRATO EARRINGS SJ-E42277-PKCZ-YG ELLERA UNO GRANDE RING SJ-R42282-XCZ-YG

ELLERA QUADRATO BRACELET SJ-B42274-GCZ-YG COCOCOCOS O

ELLERA BRACELET SJ-B2869-PKCZ-YG

Ellera Quadrato Bracelets,

chain length up to 19 cm - adjustable

ELLERA QUADRATO EARRINGS



SJ-E42277-GCZ-YG

... Add-ons **ADRIA**

ADRIA TRE BRACELET SJ-B12272-PCZ-YG

GLAM, GLITTERY & PEARLY

The delicate and trendy Adria collection brings two new styles to the Sif Jakobs Jewellery assortment. A classic hoop with a cute little charm that can stand by itself or be mixed with more earrings to create a more personalized look.

Also, we have a new Adira bracelet with a 19 cm delicate adjustable anchor chain. Super easy to adjust to any wrist so a no-brainer gift to yourself or other important ladies in your life.

adjustable anchor chain.

All items in the Adria collection are available in 925 silver with handpicked lustrous freshwater pearls and the highest quality of cubic zirconia, with rhodium or 18k gold plating.

The Adria Tre bracelets come with a 19 cm



SJ-B12272-PCZ

ADRIA TRE BRACELET

... Add-ons PADUA

PURE TIMELESSNESS

We have added a pearl bracelet to the Padua collection that will definitely please all pearl lovers! This elegant beauty comes with an adjustable 19 cm anchor chain and three lovely freshwater pearls.

This one is the perfect bracelet for the summer season, giving a beachy vibe or an elegant twist to the glam evening outfit. This piece is also very fitting to the wedding looks too.





ATTENTION WATCH LOVERS!

Introducing a new style, Francesca, and our existing style Valeria with pink and blue sunray dials! We welcome them to our watch assortment that people have lovingly embraced over the last few months and we can only be so excited and grateful.

FRANCESCA

A NURSE WATCH WITH AN EDGE

We took a completely new direction with Francesca. This one is a nurse watch with an edge. As the world is not nearly done with square watches we wanted to create a modern nurse watch with an engravable brooch. Engrave a name, a special date or where ever your mind takes you to make it extra special.

Francesca watches are available in two colours—silver stainless steel with an elegant silver sunray dial or gold stainless steel with a beautiful mother-of-pearl dial.







VALERIA

IN COLOURS!

Our dear Valeria watches are bringing the pop of colour we want and need for the spring and summer seasons. Gold stainless steel bracelets with matt and polished surface and sunray dials in a vibrant pink or blue! We can't be more excited about these conversation pieces. Be bold and fearless with these new styles and let people know you are not afraid to shine out.





ACCESSORIES

JEWELLERY TRAVEL BOX

Say goodbye to tangled chains and scratched jewellery. Elegant jewellery box with a mirror to store your favourite jewellery while travelling or at home. Designed in a light and soft material.

SIF JAKOBS JEWELLERY CLUTCH

Elegant clutch with a golden zipper. A perfect fit for your daily essentials.



CLUTCH SJ-CLUTCHBL (270 x 60 x 210 mm)





SIF JAKOBS JEWELLERY TOTE BAGS

The perfect cotton tote bag to carry everything you need for the day and is big enough to fit all your necessities.





TOTE BAG SJ-TOTEBAGBL (410 x 160 x 330 mm)





LET YOURSELF SHINE







