

LET YOURSELF SHINE



SIF JAKOBS

JEWELLERY

COPENHAGEN

COMPANY PRESENTATION

AGENDA

01 Introduction, The Woman behind the Brand

02 Vision, Mission & Values

03 Market places

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THE WOMAN BEHIND THE BRAND

Sif Jakobs founded the brand in 2009 with the belief that every woman deserves to shine. She is dedicated to making luxury jewellery and watches accessible to all.

Born in Iceland, educated goldsmith and well-seasoned traveller, Sif's base since the year 2000 has been Copenhagen.

For years Italy has become her second home. Sif's love of Italian elegance has been a constant source of inspiration, something that is evident in the titles of her collections which are named primarily after Italian cities. Sif is also inspired by architecture, haute couture design, contemporary trends and nature.

Sif Jakobs Jewellery collections are often recognized by luxurious and dramatic expression.

“I love to design jewellery that makes women shine.

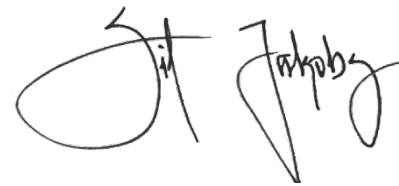
My mantra is **“Let Yourself Shine”**

Our designs aim to accentuate and enhance
your natural beauty with eye-catching sparkle.”

OUR BRAND

The brand is famous for its eye-catching and elegant jewellery that often has a raw twist and a cool edge. The look is upscale while still being “*affordable luxury*”. In 2022, we introduced our first watch collection, entering the world of timepieces.

„I love watches and always have. I hardly leave my home without one. For me, watches are not just a convenient way to pay attention to time, it’s jewellery, a statement, it tells that you are dependable, reliable and value time.“



AWARDS

Sif Jakobs Jewellery is a proud winner of various prestigious European jewellery awards.

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Commercial Jewellery
Designer of the Year
UK Jewellery Awards 2023



Fashion Jewellery Brand
of the Year in Germany



Retail Jeweller Awards in
London



Hot 100 Brand Champions
Award in London



SIF JAKOBS

Inspiring affordable jewellery that lets every woman shine - on every occasion.

MISSION

A world where every woman can achieve the Sif look of effortless style and glamour.

VISION

A world where every woman can achieve the Sif look of effortless style and glamour.

PURPOSE

Bring shine, style and sophistication to all
- *Let Every Woman Shine.*



LET YOURSELF SHINE



VALUES

With Style

Effortless, chic, elegant, sophisticated, design-led, quality

With Confidence

Uplifting, positive, feel good, inclusive, delightful

With Imagination

Creative and curated, fashion-forward, innovative, curious, inspiring

With Heart

Empathetic, democratic, decent, on-side, a champion of women

SIF JAKOBS JEWELLERY WORLDWIDE

The brand has experienced rapid growth since its launch in 2009.

Today Sif Jakobs Jewellery is represented internationally in more than 40 countries and is a widely sought-after brand by discerning and fashion forward retailers.

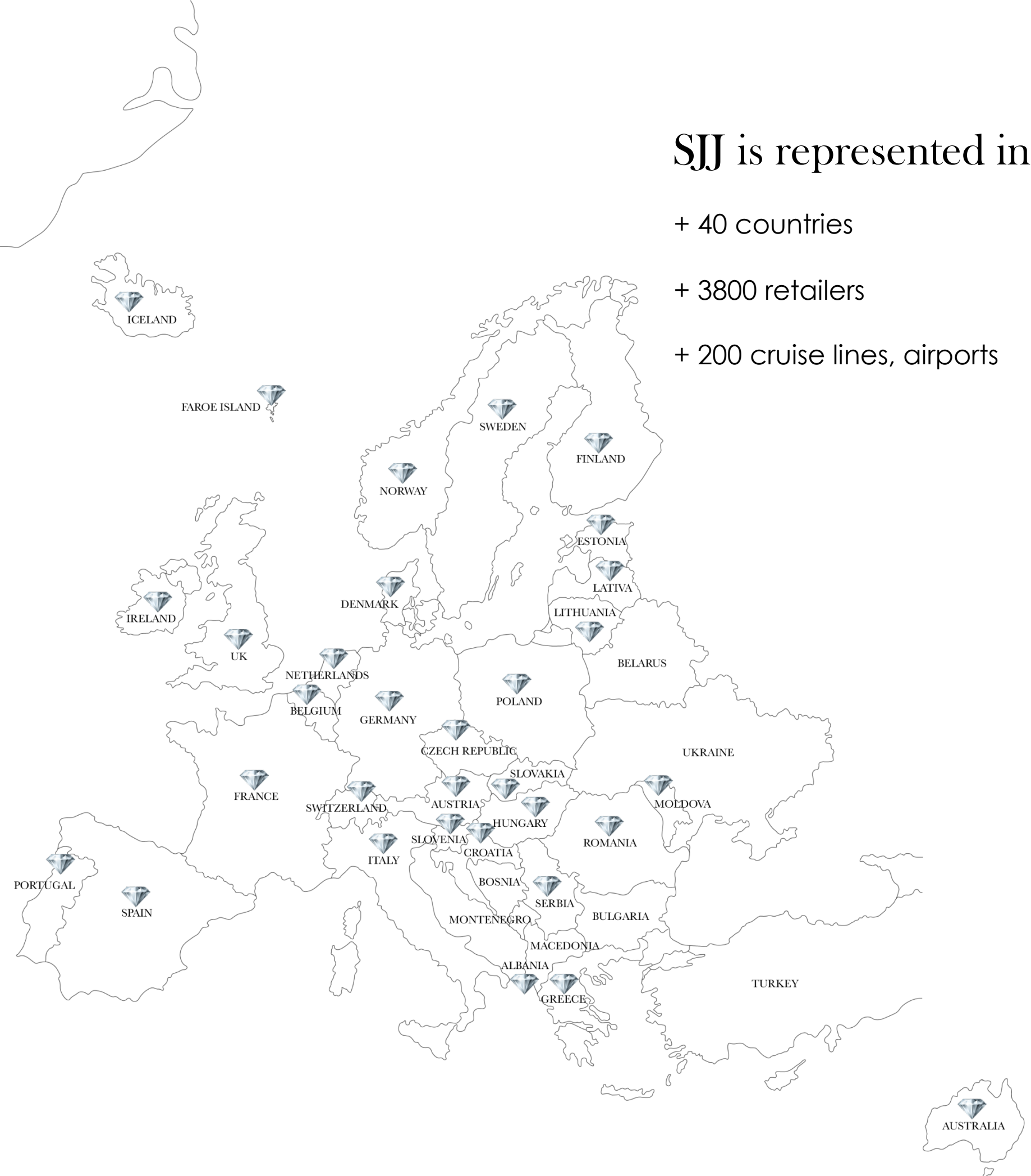
With our partners around the world, we strive to provide every woman with shine and style on any occasion.

SJJ is represented in :

+ 40 countries

+ 3800 retailers

+ 200 cruise lines, airports



HQ

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Our headquarters is situated in the greater Copenhagen area, Denmark.

Our office team consists of approximately 55-60 employees.

When factoring in our dedicated salespeople, distributors, and agents, our total team comprises about 150 individuals.

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FLAGSHIP STORE

Ny Østergade 19, 1101 Copenhagen



Our Flagship store is in the heart of Copenhagen. It's a unique space where you can experience the Sif Jakobs Jewellery universe.

Why stock our brand – the value for retailers

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1. SJJ is a true design and fashion-forward brand.
2. We are trendy – and are always at the forefront of new trends.
3. Our products are of the highest quality with finish, stones and settings.
A limited number of claims. Value price is high, even if prices are at the higher end.
4. Best-in-class packaging and delivering the luxury feeling.
5. Best-in-class VM setup and graphics.
6. We bring-in colours and we dare to challenge and bring new trends.
Our brand will bring newness and freshness to the retailers.
7. We invest significantly in brand building. Influencers, celebrities and PR.
Hence, we will ensure to be known in the market.
8. Invest with the customers in campaigns, GPW and the like.
9. World-class support SJJ HQ Office and local teams.



DESIGN PROCESS

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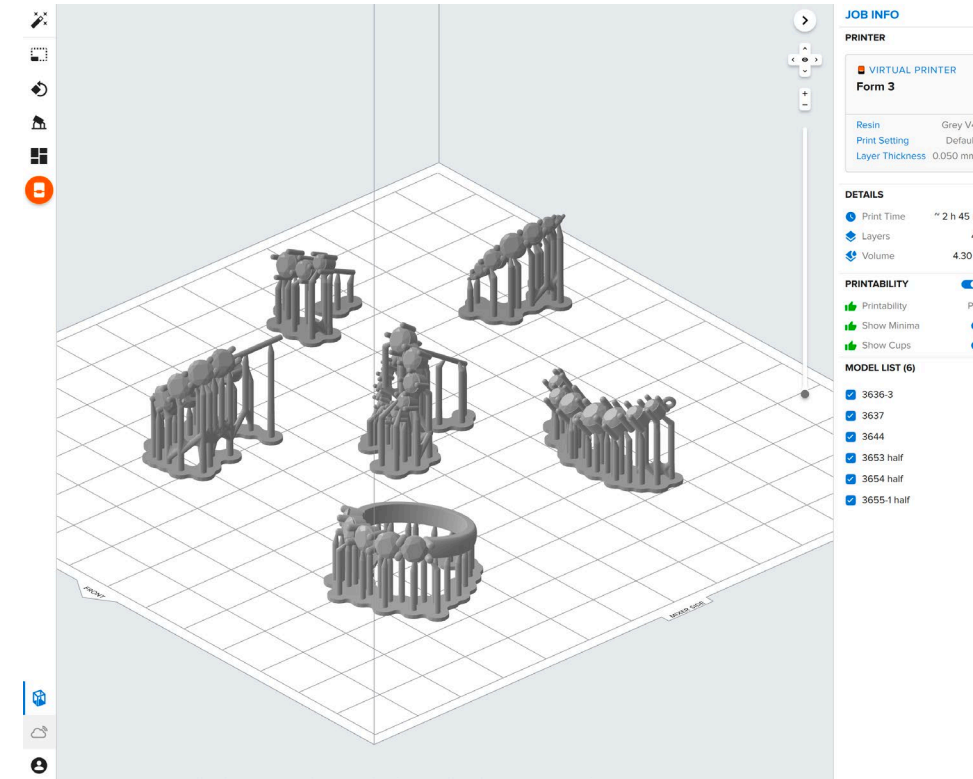
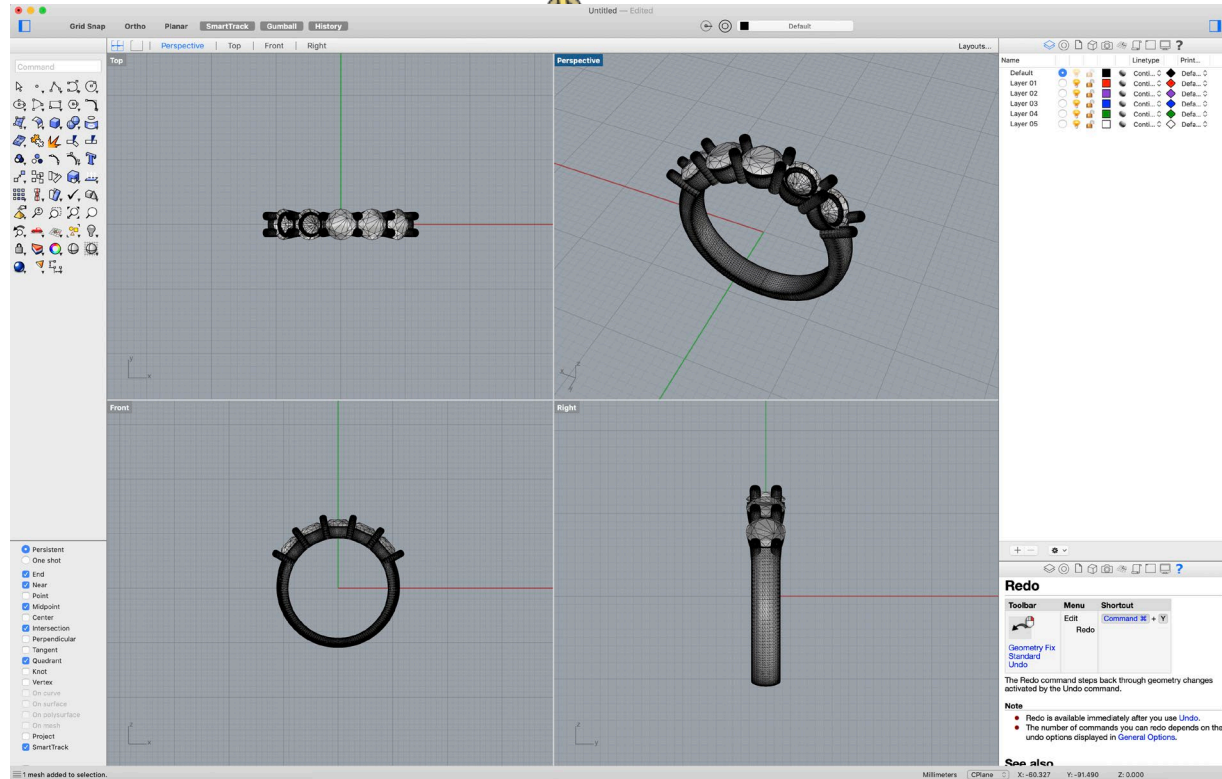
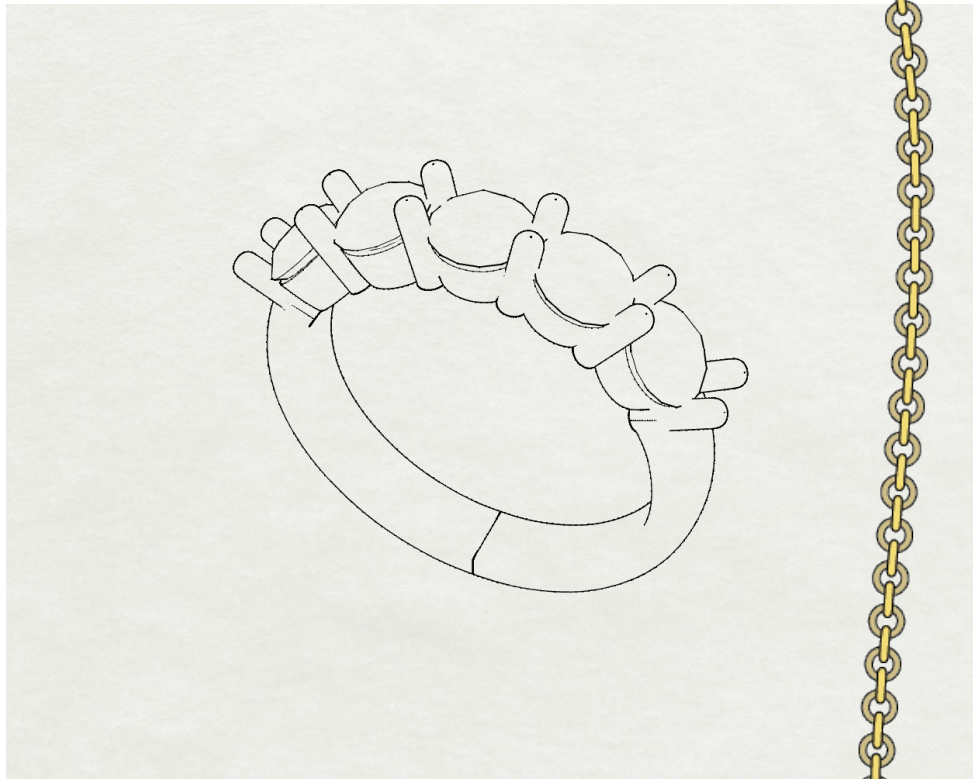


Sif Jakobs design process begins with brainstorming sessions to gather ideas and inspiration, resulting in mood boards that capture the essence of our envisioned collections. Drawing inspiration from architecture and nature, we blend elegance and innovation into our designs.

The journey from conception to creation is driven by creativity, quality, craftsmanship, and exceeding our client's expectations.

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DESIGN PROCESS



PRODUCT INFORMATION

LET YOURSELF SHINE



Sterling Silver

All silver styles are crafted from 925 sterling silver, the purest form of silver used in jewellery making. It consists of 92.5% silver and 7.5% alternative metals for enhanced strength. Our jewellery is 100% nickel-free and meets all international quality standards.

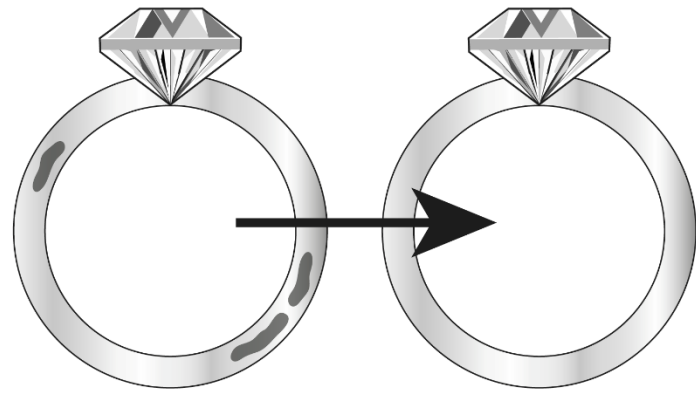
Each item is stamped with 'Ag925', 'Sif Jakobs', or 'SJ' to signify our trademark.

Rhodium & Yellow Gold

All gold styles are crafted from 925 sterling silver, plated with rhodium or 18k yellow gold to achieve an elegant and sophisticated finish.



PLATING PROCESS



01

Surface Preparation

The jewellery undergoes a thorough cleaning process to ensure it is free from any dirt or impurities. Then palladium plating is applied to cover the silver so it does not get dark, or tarnished. This should protect the metal from oxygen and the environment.



02

Plating Process

Subsequently, the jewellery is immersed in a specialized solution containing minute particles of 18k gold. Through the application of controlled electrical current, the gold fuses to the jewellery's surface.



03

Finishing and Drying

Following the electroplating process, the jewellery is carefully removed from the solution, rinsed, and allowed to air dry. Finally, an E-coating is applied to seal everything in place. The end result is a beautifully gilded piece of jewellery ready to be worn.

PRODUCT INFORMATION

Cubic Zirconia

Sif Jakobs Jewellery uses top-quality cubic zirconia. Our crystals are durable and maintain their brilliance. We also use treated zirconia in elegant black and tinted stones in beautiful colours for a touch of playfulness.



Sif Jakobs has devoted love of jewellery to zirconia. All the collections reflect a stylish expression that gives everyone the opportunity to “*Let Yourself Shine*”.

Zirconia is a durable, human-made gemstone that can be tinted in a variety of different colours. The gemstones are sanded and polished into the desired cut, which makes them sparkle beautifully. High quality zirconia gemstones are selected to create a luxurious and dramatic expression always featured in Sif Jakobs' collections.

Most of our zirconia gemstone items are set by hand by real craftsmen and women. Some items in the collection may require casting due to their style or design.

Sif Jakobs Jewellery never uses glue in the jewellery.

PRODUCT INFORMATION



Freshwater pearls

Freshwater pearls are beautiful semi-precious gems, created organically by freshwater mussels or clams. Sif Jakobs Jewellery uses naturally coloured freshwater pearls in their collections.

Nickel free/non-allergic

Our jewellery is 100% free of nickel and complies with all international quality standards. Our standards are upheld by Force Technology in Denmark, a leading technological consultancy company, which regularly visits our headquarters to conduct its quality control.



PRODUCT INFORMATION

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Watches

The Sif Jakobs Watches are made of 316L stainless steel cases and bracelets, meaning they are hypoallergenic. The gold plating on the Watches is IP/Ion plating (0.5MIC TIN + 0.1 MICAU (1N14)).

All watches have sapphire glass which is a type of watch glass that is incredibly hard and therefore durable. Sapphire is considered the best material to protect the watch dial against shock.

We use MIYOTA Japanese movements in all our Watches. MIYOTA's battery lasts 4-10 years depending on the model.

New way of telling time

STONE CUTS in our assortment



Round brilliant cut

The round brilliant cut maximizes sparkle by strategically placing facets to optimize light reflection. It is the most popular and timeless stone cut choice.



Princess cut

Princess cut stones are exceptionally brilliant because of the way they are cut and are available in both square and rectangular shapes.



Baguette cut

The baguette cut has a rectangular shape and belongs to the group of the so-called step cuts, which are made with parallel facets arranged in a terrace-like fashion.



Marquise cut

Marquise stones exhibit an elongated elliptical shape with pointed ends. A marquise cut typically has 56-58 facets. Due to their long and narrow shape, marquise stones can create the illusion of greater size.

STONE CUTS in our assortment



Emerald cut

An emerald cut is a type of gemstone shape made to emphasize long parallel step cuts along with clipped corners to fashion a sort of octagon-like shape.



Heart cut

This is a challenging shape to execute. The heart cut is a facet arrangement with an outline of the iconic heart consisting of two rounded lobes separated by a cleft on one end, and a point on the other.



Oval cut

The oval cut is simply an elongated round brilliant cut. It has the brilliance of the round diamond, but a more unique shape.



Drop cut

The drop stone shape, often referred to as the pear shape, is characterized by a pointed end and a rounded end, resembling a teardrop or a droplet of water.

STONE SETTING

Prong setting

This classic setting employs 4 or 6 prongs that secure the stone by bending over its girdle. Its elevated position maximizes light exposure, minimizing metal visibility. Prong setting ensures precise, centered, and secure placement of the stone.



Micro setting

In micro setting, stones are placed close together under a microscope, creating a uniform surface.



STONE SETTING

Flush setting

Stones are set into the metal surface, creating a smooth, flush appearance.



Pave setting

Derived from the French word "pavé," meaning paved, this setting involves placing stones closely together on the metal surface. Prongs are used to secure the stones, creating a continuous surface of radiance and shimmer.



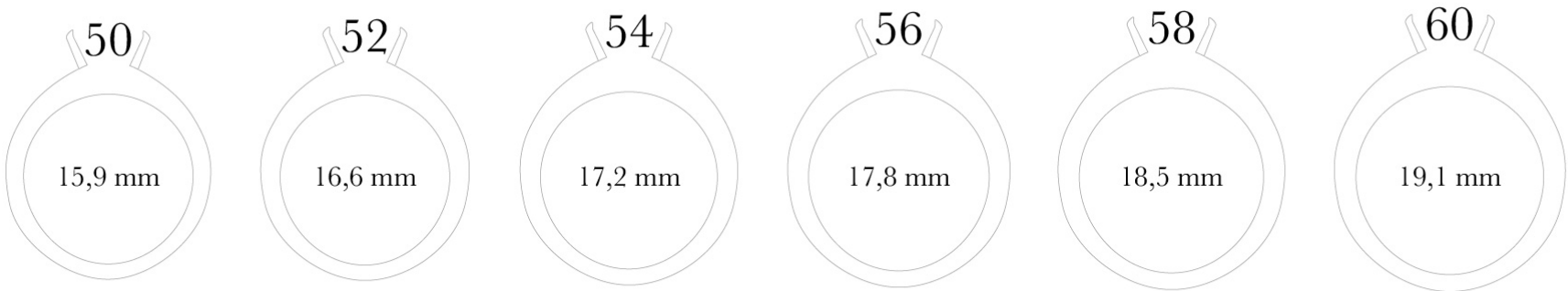
Bezel setting

Stones are surrounded by metal, with a decorative or plain rim encircling the stone either fully or partially.



RING SIZES

Ring sizes diameter Ø



Inner diameter MM	Inner diameter INCHES	ⓈⓂ / EU	UK / AU	US / CA	IT / ES
16 mm	0,63	50	j-k	5	10
16,6 mm	0,65	52	l-11/2	6	12
17,2 mm	0,68	54	m1/2 - n1/2	7	14
17,8 mm	0,70	56	o - p	7,5	16
18,5 mm	0,73	58	p1/2 - q1/2	8,5	18
19,1 mm	0,76	60	r1/2 - s	9	20

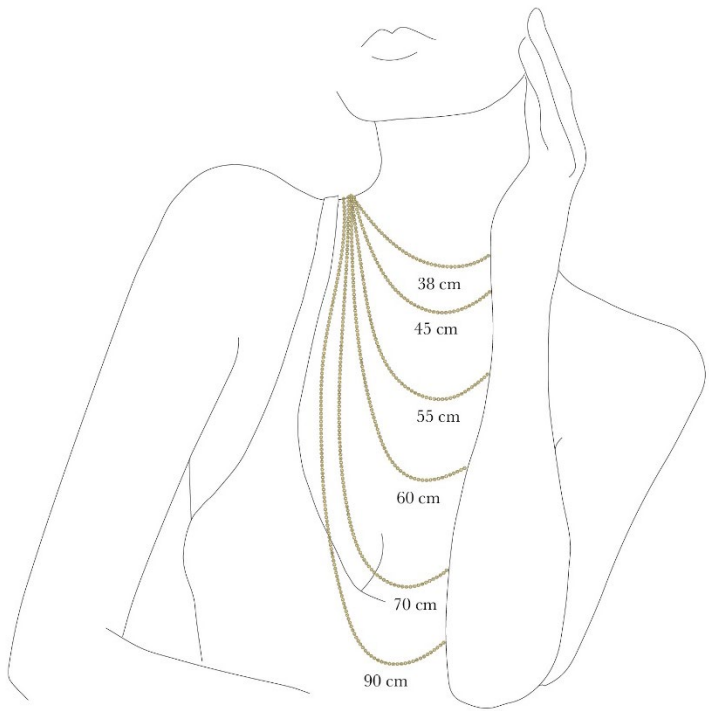
*Ring sizes 50 & 60, only available in selected styles

NECKLACE MEASUREMENTS

Our anchor chains come in:

3 different lengths:
45 cm, 70 cm & 90 cm

3 different lengths in adjustable
anchor chains:
38-45 cm, 45-60 cm & 60-90 cm



Extension Chain

We offer extension chain to modify or add
extra 5 cm to the length of your chains.



ELLISSE COLLECTION

ELLISSE The collection is named after the Italian word for “ELLIPSE” Soft curves meet modern magnificence, resulting in sophisticated collection decorated with white and coloured zirconia.

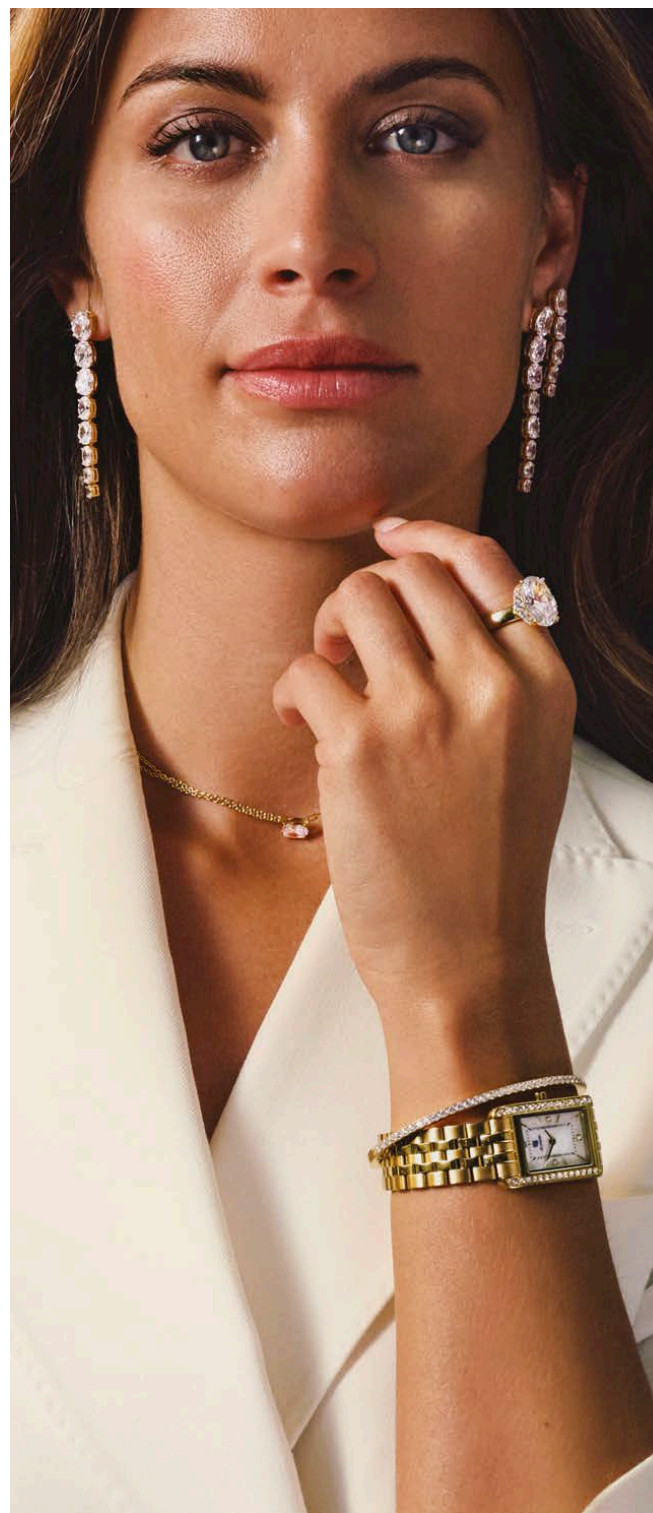
“The Sif Jakobs Jewellery women are not afraid to sparkle and shine. I visualized these elegant women who dare to stand out, while creating this collection. This collection expresses drama in the most sophisticated way and is suitable for everyday office hours as well as the out-of-office evenings. This is for the woman who loves an elegant look with an extravagant twist.”

Sif Jakobs



ELLISSE COLLECTION

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ELLISSE celebrates individuality and self-expression, combining vintage Hollywood glamour with modern finesse.

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CAPRI COLLECTION

CAPRI geometric shapes dipped into an ocean of sparkling zirconia.

The collection is bold and edgy, radiating exclusivity and glamour. It's an eye-catching statement jewellery series, that can be worn individually or mixed together.

Capri reflects a woman's confidence in a cool and empowering way. It proves that form and function can be one and the same.



ELLERA STACK'N'STYLE

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Sparkling and simple, our popular Ellera collection offers elegance and glam at affordable prices.

Ellera is sleek and uncomplicated and radiates excellence and exclusivity. The collection is perfect for any kind of day and occasion, whether you want to go traditional or transcend a fashionable look.

Our popular Ellera collection presents must-have jewellery items for every season and will match the rest of our Sif Jakobs Jewellery items to perfection. Explore the allure of our Ellera Collection jewellery, adorned with captivating gradient-coloured stones, making a bold statement in our latest collection.



PEARL COLLECTION

Sif Jakobs Jewellery incorporates naturally coloured freshwater pearls into its collections, adding timeless elegance to each piece.

Freshwater pearls, exquisite semi-precious gems, are naturally cultivated by freshwater mussels or clams.



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WATCHES



Sif Jakobs Jewellery offers a diverse range of watch models in various styles and colours, reflecting the trend colours of each season. Crafted from stainless steel with high-quality sapphire glass, MIYOTA movements, assembled in Japan, our watches ensure precision and durability.

Each watch is named after strong Italian women, symbolizing unity and empowerment. Explore our latest creations and discover the fusion of coolness and timeless elegance.

New way of telling time



PACKAGING

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Sif Jakobs Jewellery provides a diverse selection of stunning displays and eco-friendly packaging tailored to suit the requirements of all retailers.

The brand opts for sustainable FSC-certified boxes for its packaging solutions.



GWP - PROMOTIONAL ITEMS AND ACCESSORIES

Sif Jakobs Jewellery carries a variety of promotional accessories that can be used as a GWP.

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SHOP IN SHOP

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The Shop In Shop solution is customisable and is used to elegantly display the jewellery.



Our experience is that a Shop in Shop solution contributes to both higher sales and profit, as well as increased brand recognition.

SHOWCASES

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Sif Jakobs Jewellery provides expert styling advice aimed at achieving a dynamic, elegant, and harmonious aesthetic for its collection.



Back Wall - Counter Showcase - Triple Showcase



Counter Showcase



Triple Showcase

DISPLAY

To ensure optimal performance of your Sif Jakobs Jewellery display, we advise following our visual merchandising guidelines:

Only use official Sif Jakobs Jewellery display materials to maintain brand recognition and drive sales.

Maintain a simple and cohesive presentation by positioning the highest panels and items at the back, with the lowest at the front.

Present the jewellery from left to right, starting with light colours such as silver and yellow gold items with white zirconia, and progressing to dark or multi-coloured pieces.



DISPLAY

The Complete Set Grande is our standard jewellery display, designed for exhibiting a full selection of Sif Jakobs Jewellery. The Complete Set Grande can be extended with bases, wings, or panels to fit your showcase or counter.



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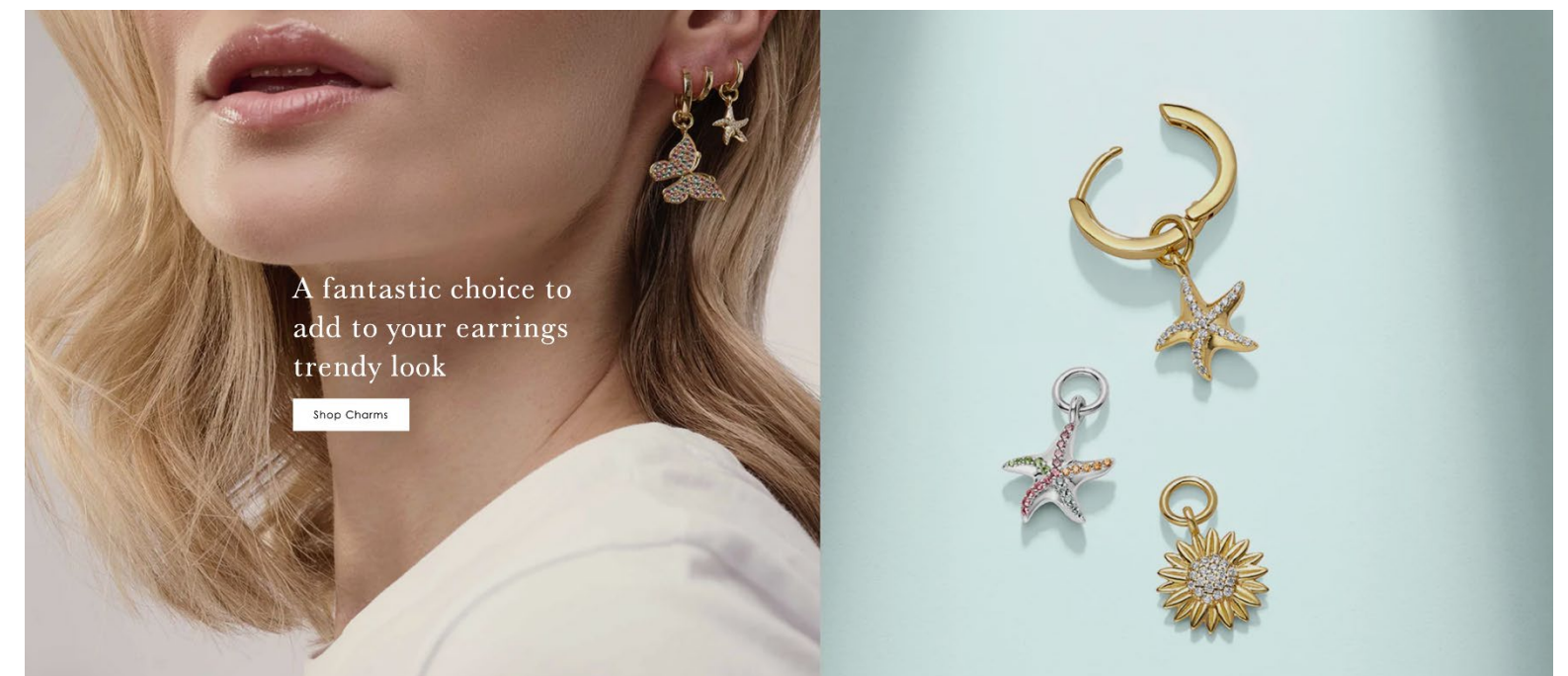
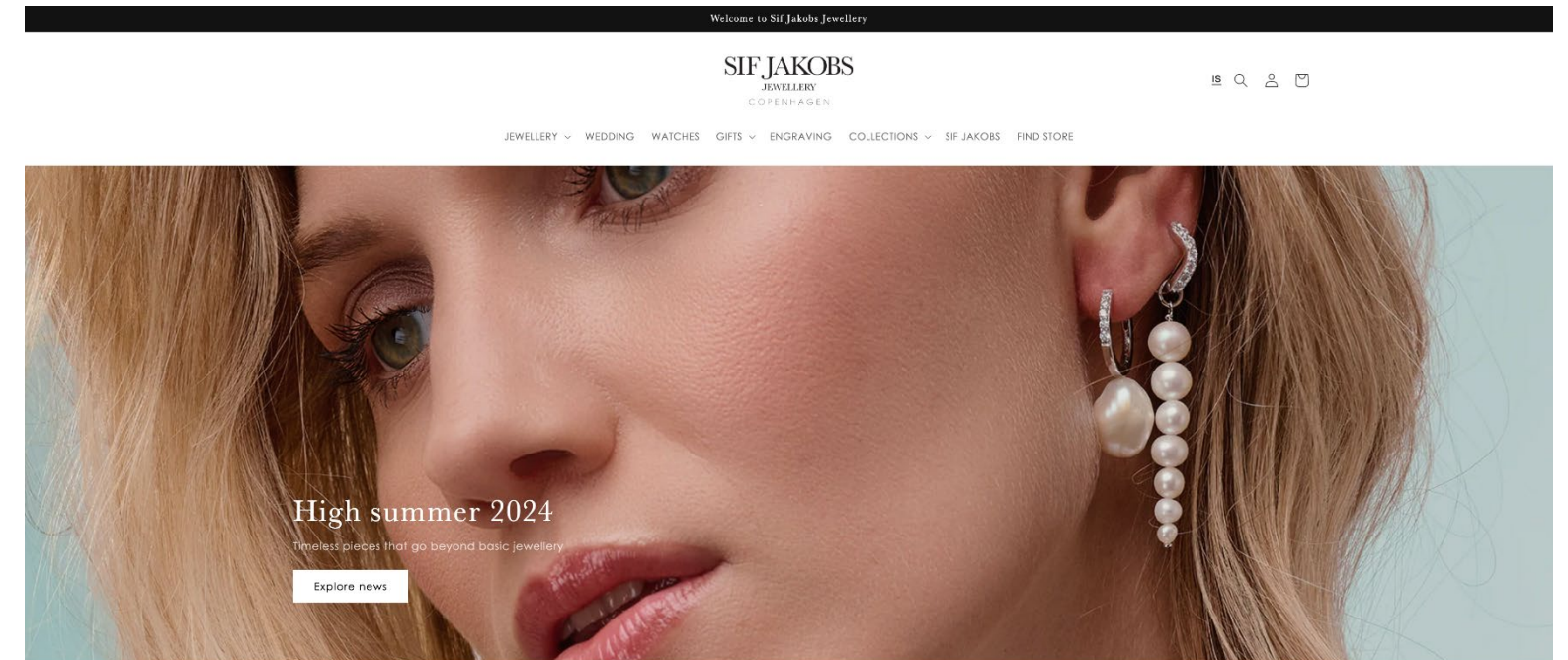
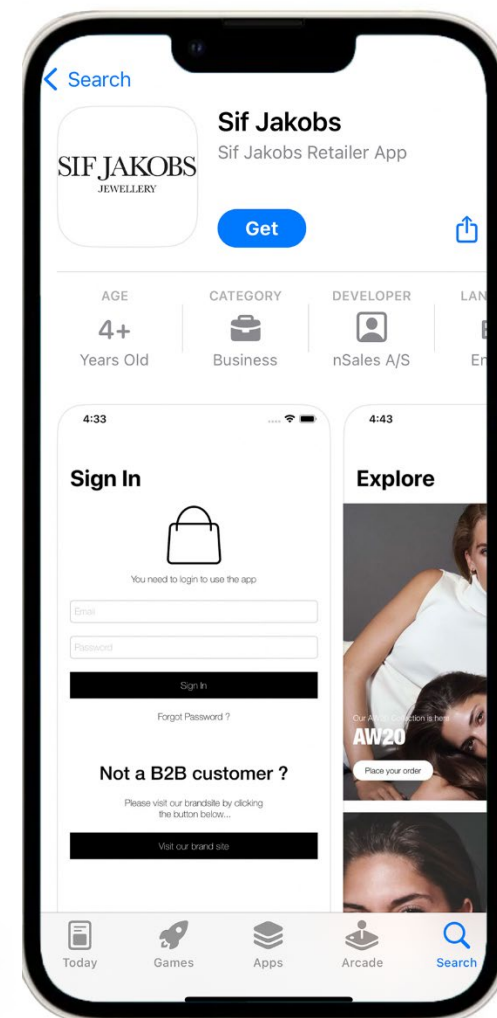
WEBSITE & APP

Always up to date and highlights.

b2b.sifjakobs.com



SJJ App



sifjakobs.com

IMAGE BANK

The Sif Jakobs Jewellery image bank is always up to date with latest images. Download and use at any time, for your SoMe, website and artwork.

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Imagebank and Col...

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Ankle chains

> Adria

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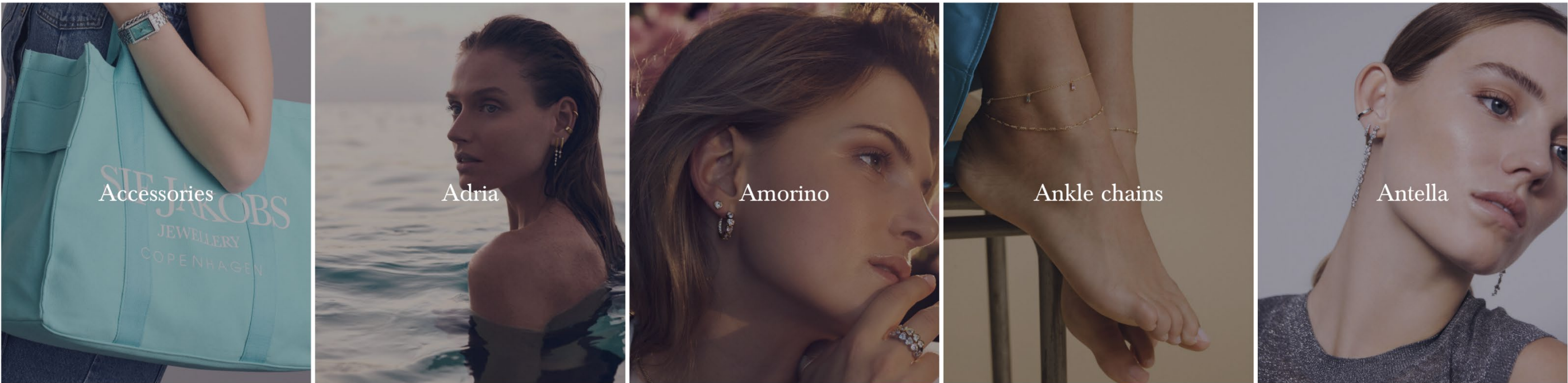
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< Imagebank and Collections

Sif Jakobs Jewellery Imagebank & Collections

Explore our Imagebank and collections and download images in high resolution. Find the guide on "*how to download*" under the folder "Guide".

Packshots images are used for print and digital
Please do not use the model images or the enviromental images for prints or banners – ONLY for web or SoMe



You can find the link on the bottom of our web: sifjakobs.com

<https://sifjakobs.kontainer.com/folder/723088#token=APIXM7gNzq&type=direct>

NEWSLETTERS B2B & B2C

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We use newsletters as a key part of our communication strategy, providing subscribers with updates on special offers, personalized recommendations, and product news.

NEW IN RINGS EARRINGS WATCHES

SIF JAKOBS
JEWELLERY
COPENHAGEN

HIGH SUMMER 2024



NEW IN



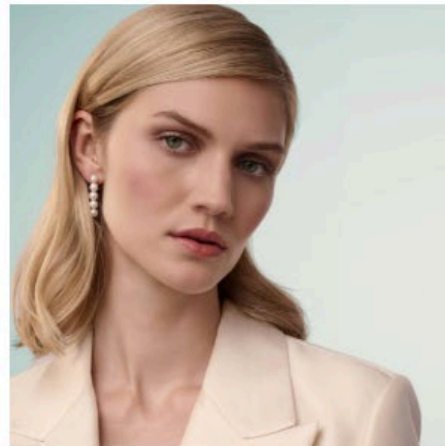

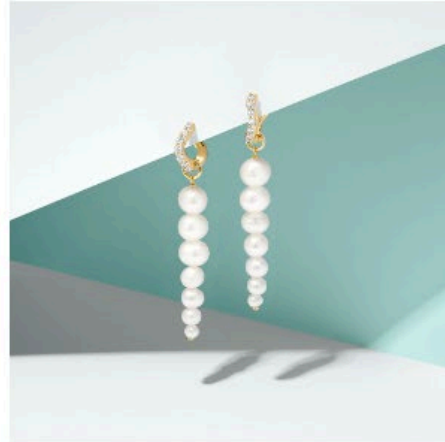
High Summer 2024 - Timeless pieces that go beyond basic jewellery.

From pearls to modern, minimalist designs.

Get ready for summer with sparkling new jewellery.

SHOP HS24

PLACE ORDER



Visit our Brand Portal

Find our High Summer material under 'Campaigns'

There you find our new campaign banners, videos, social media material, and much more.

BRAND PORTAL

FAIRS

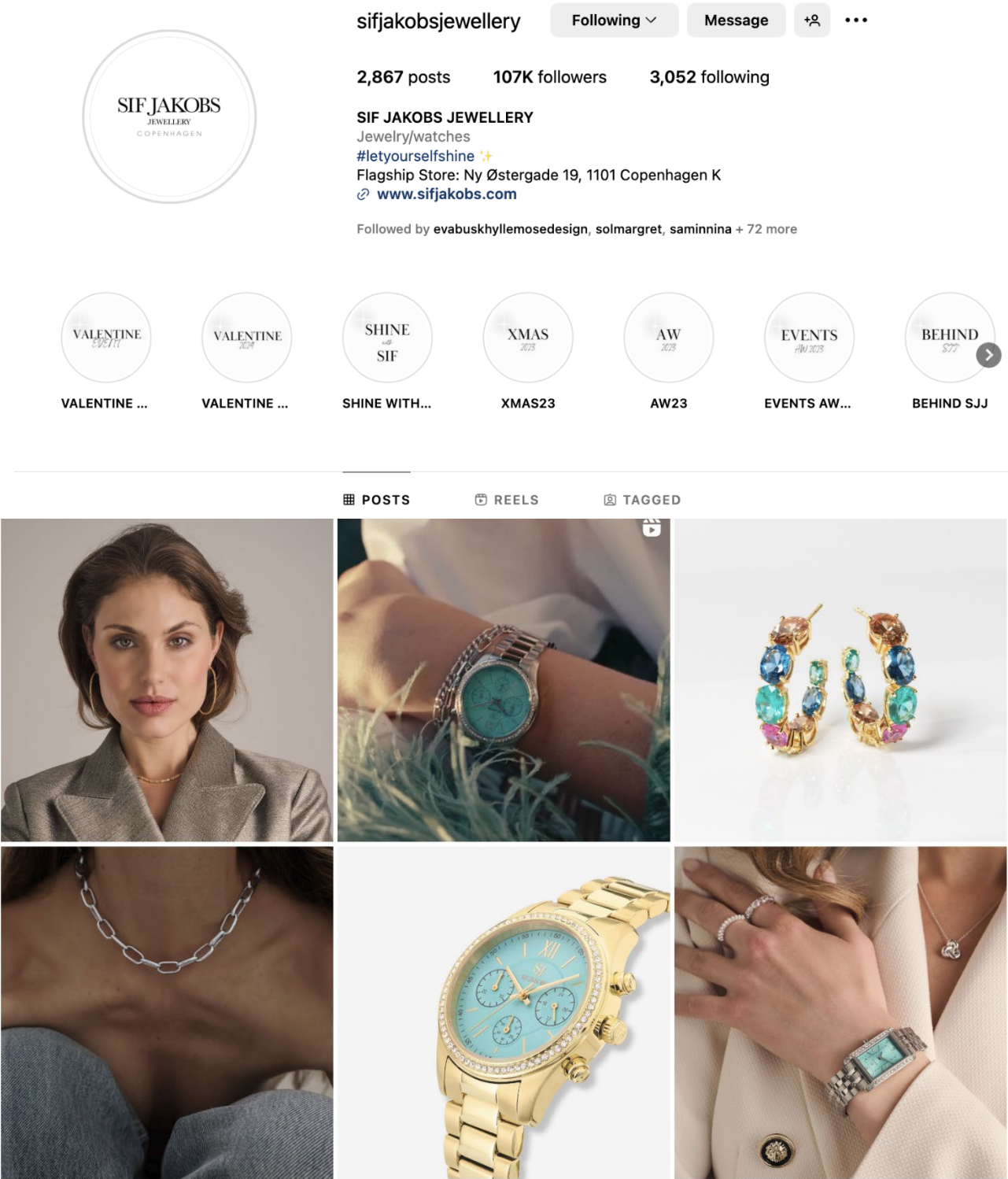
Sif Jakobs Jewellery is presented at the largest fairs in Europe



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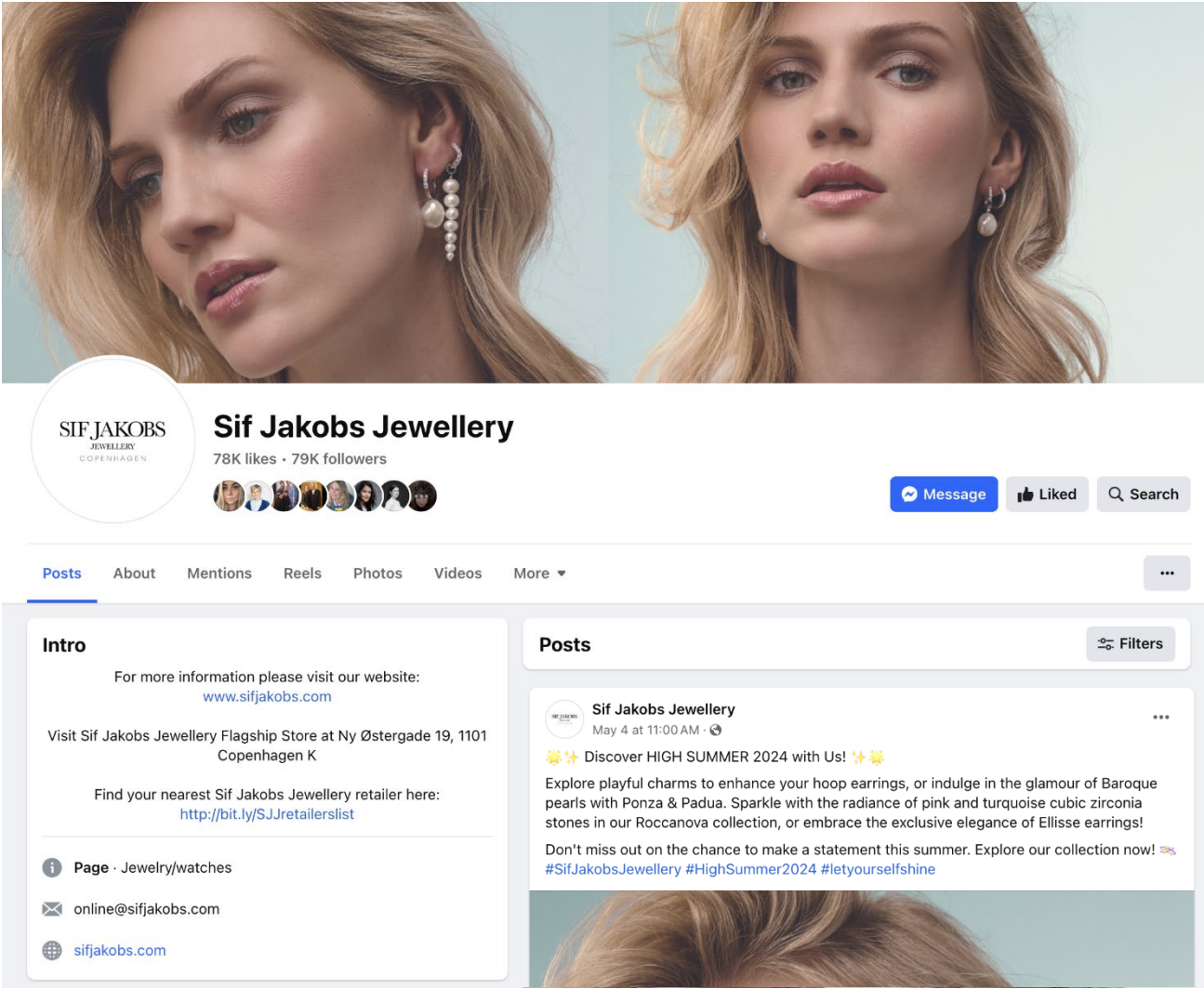
SOCIAL MEDIA






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Follow us on Instagram

Like us in Facebook



-  8.3K followers
-  108K followers
-  79K followers
-  2.87K followers
-  790 followers

199.000
Total organic
following

We're active on all major platforms: Instagram, Facebook, TikTok, Pinterest, and LinkedIn. We use these platforms to engage with our audience, share inspiring stories, behind-the-scenes glimpses, exclusive offers, and drive sales.

MARKETING - Celebrities

Jewellery of the stars – Sif Jakobs Jewellery is loved and adored by celebrities around the world.

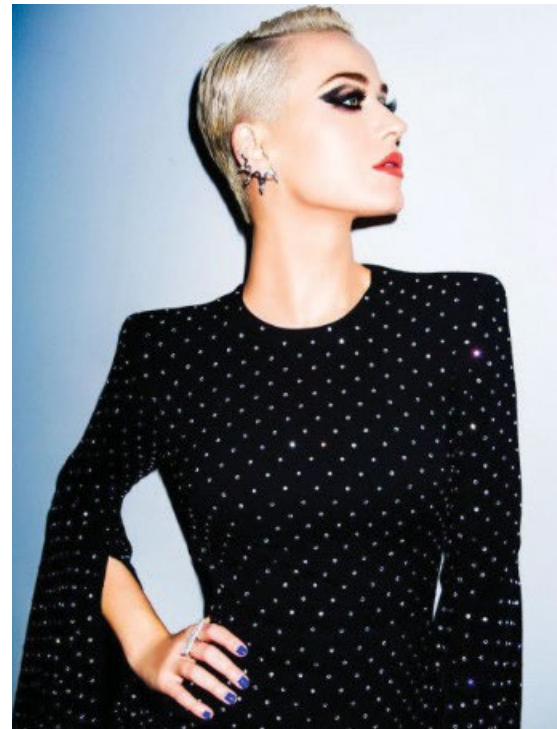
Notably, the jewellery has been worn by celebrities such as Lady Gaga, Miley Cyrus, Katy Perry, Dua Lipa, Ashley Park, and more. Additionally, a wide range of fashion bloggers worldwide adores Sif Jakobs Jewellery, frequently featuring the brand in their media.



Jessica Biel



Lady Gaga



Katy Perry



Meghan Trainor



Nicole Scherzinger

MARKETING - Celebrities

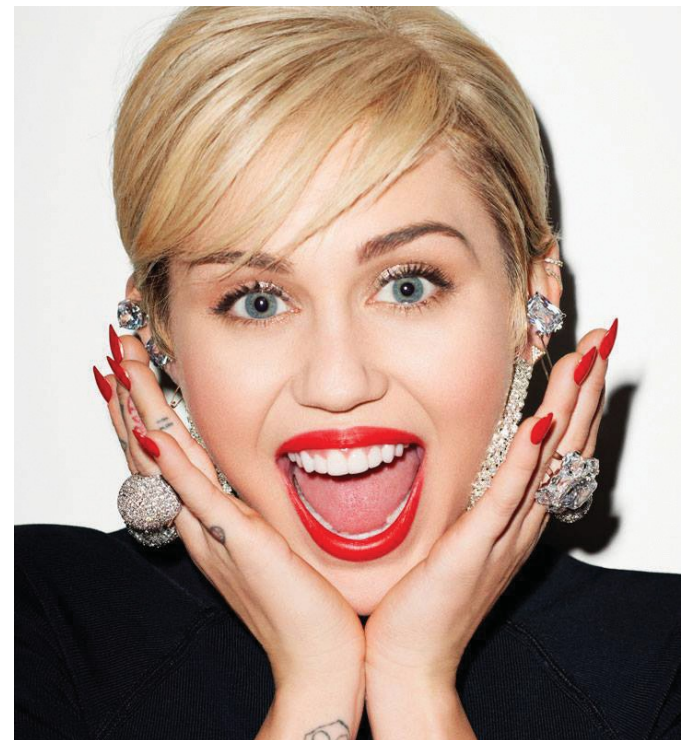
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Cheryl



Ashley Park



Miley Cyrus



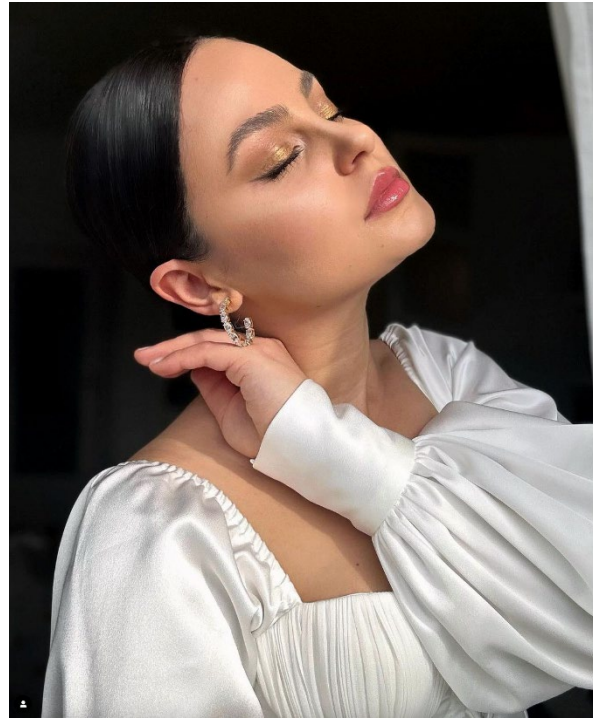
Dua Lipa



Alesha Dixon

MARKETING - Influencers

We work with an increasing number of highly regarded, fashionable and stylish influencers from all over the world. The influencers are women who love the brand and match our brand DNA aesthetics.





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