

# SIF JAKOBS

JEWELLERY

COPENHAGEN



# SIF JAKOBS

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"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."

The woman behind the popular brand is Sif Jakobs. Her travels, lifestyle and instinctive passion for design have created a very personal jewellery label devoted to creating affordable luxury.

Born in Iceland, educated as a goldsmith, and a well-seasoned traveler, Sif's base since the year 2000 has been Copenhagen, Denmark. For years, Italy has been her second home. Her 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. From a young age, Sif discovered the value of diligent effort, a principle she continues to embody in her work today. She dedicates herself to ensuring that her designs remain at the forefront of the silver jewellery market, driven by a fiery passion, boundless energy, and a determination to expand the company and its brand presence in both established and emerging markets worldwide.

Founded in 2009, Sif Jakobs Jewellery is known as the Copenhagen-based jewellery brand that presents a black and white universe, sparkling jewellery in all colours and a strong minimalistic look.

Today the brand is represented internationally in more than 40 countries and is a widely sought-after brand by discerning and fashion forward retailers as the category leading brand in silver & zirconia jewellery and watches.

**Sif Jakobs Jewellery is represented in :**

- + 40 Countries worldwide**
- + 3500 Retailers worldwide**
- + 200 Cruise Lines & Airports**





# AWARDS

## AWARD WINNING DANISH JEWELLERY BRAND

Sif Jakobs Jewellery is a proud winner of various prestigious European jewellery awards and has regularly featured in popular fashion and lifestyle media, cultivating a growing international fan base.

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 adore Sif Jakobs Jewellery, frequently featuring the brand in their media.



Retail Jeweller UK Jewellery Awards



Retail Jeweller UK Jewellery Awards



Inhorgenta Award Fashion Jewelry of the Year



# DESIGN PROCESS

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.



## WATCHES

The Sif Jakobs Watches are made of 316L stainless steel cases and bracelets, meaning they are hypoallergenic.

All watches have sapphire glass, 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. The gold plating on the Watches is IP/Ion plating.



## STERLING SILVER

The silver collection is made of 925 sterling silver which is the purest form of silver used in jewellery making, consisting of 92.5% silver and 7.5% alternative metals for strength. The jewellery is 100% free of nickel and complies with all international quality standards. All items are stamped with Ag925, Sif Jakobs, or SJ to specify our trademark.



## RHODIUM & YELLOW GOLD

All our jewellery is made of 925 sterling silver, plated with rhodium or 18k yellow gold to achieve an elegant finish.



## CUBIC ZIRCONIA

Sif Jakobs 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.

## PEARL

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

We are proud that Sif Jakobs Jewellery is known for always adhering to higher standards than those usually required within the jewellery industry.



# ELLISSE COLLECTION

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**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.”

# ELLISSE COLLECTION



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





# CAPRI COLLECTION

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**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 your Sif Jakobs Jewellery items to perfection.

Explore the allure of our Ellera Collection jewelery, adorned with captivating gradient-colored 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.



*Freshwater Pearls*



# WATCHES

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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.



“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.”



# GWP - PROMOTIONAL ITEMS AND ACCESSORIES

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



# PACKAGING

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.



FSC CERTIFIED

# WATCH DISPLAY





# 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.



# SHOWCASES

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



Counter Showcase



Triple Showcase



Back Wall - Counter Showcase - Triple Showcase



# SHOP IN SHOP

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Sif Jakobs Jewellery exclusive Shop in Shop solutions.

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





# FLAGSHIP STORE

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Experience the full Sif Jakobs Jewellery universe when visiting our Flagship store in the center of Copenhagen.

SIF JAKOBS JEWELLERY FLAGSHIP STORE  
Ny Østergade 19 • 1101 Copenhagen K • Denmark





# CELEBRITIES

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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.



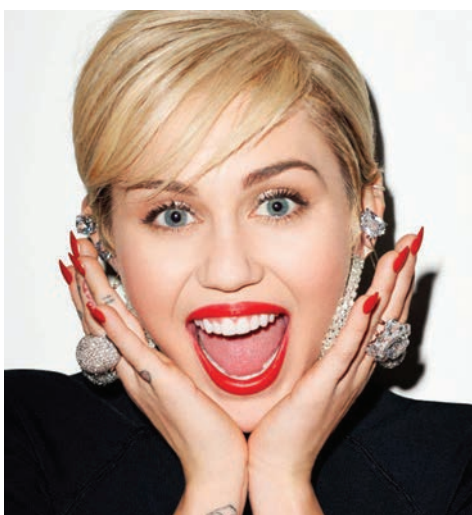
KATY PERRY



LADY GAGA



ASHLEY PARK



MILEY CYRUS



CHERYL



MEGAN TRAINOR



ALESHA DIXON



NICOLE SCHERZINGER



JESSICA BIEL



# INFLUENCERS

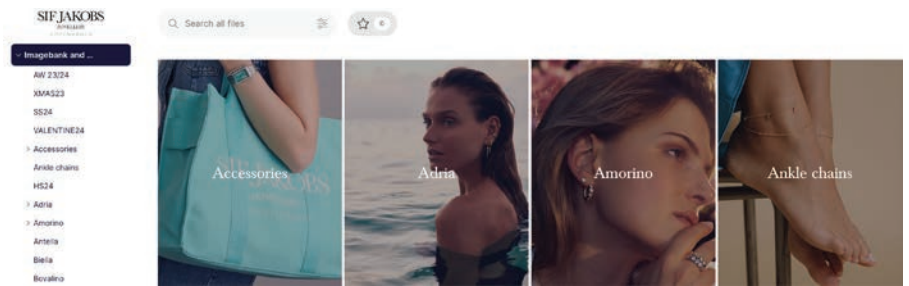


We work with an increasing number of highly regarded, fashionable and stylish influencers from all over the world. The influencers are women who love the brand and match our brand DNA aesthetics.

## 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.



For an exclusive look into Sif Jakobs Jewellery's world

## JOIN US ON SOCIAL MEDIA



-  SIF JAKOBS JEWELLERY
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"I want to create jewellery that gives a feeling of luxury.  
Simple and beautiful style – EVERYDAY"

Handwritten signature of Sif Jakobs





# Our World of Attractive Jewellery

Share your Shine with us

#sifjakobsjewellery

#letyourselfshine

Let Yourself Shine