

# deutscheCraft – a chain reaction

Jan-Christian Bostelmann has stepped up a gear or two since launching his UK-based jewellery import business in 2011. Today his carefully curated portfolio of German-made brands has a focus on fine jewellery... chains in particular.

Founded by Jan-Christian Bostelmann, NAJ member deutscheCraft Ltd is a family-run distribution business that specialises in high-end gold and diamond jewellery made in Germany. On the strength of helping to develop Quinn as a brand in the UK (at the time he was UK and Ireland sales and marketing director) Bostelmann has since enhanced his company by assembling a select array of German brands, with a strong emphasis on chains.

The hand-made and machine-made chains are available in 925 silver, 14ct and 18ct in all colours, with platinum another option. Retailers can choose from all lengths and a variety of clasps, bespoke designs are also possible and the minimum order for all chains is just one.

Providing an invaluable interface between UK jewellers and the German suppliers, deutscheCraft offers a reactive and very customer-focussed support. In addition, all the jewellery is hallmarked in Edinburgh and despatched to customers from Northern Ireland – negating the issue of import tax – and invoices are in Sterling.

## SILHOUETTE ^

The Silhouette brand was born in the jewellery factory of Oscar Bentner (founded in 1893). Today this fourth-generation family business produces high quality, innovative fine jewellery and specialises in small series. In 2016 Silhouette joined the jewellery-quality Label 'Made in Germany' which guarantees that at least 70 per cent of the labour time for a product takes place in Germany. The company's ethos has always been, and remains, to create affordable luxury products.

The art of achieving this aim results from sensing market trends, knowing the needs of

the customers and bringing these together with the technical realisation of new ideas. Great satisfaction comes from succeeding in combining technically innovative jewellery pieces and sophisticated designs that will inspire Silhouette's customers.

Central to the Fine Diamond Jewellery Collection is Silhouette's unique Flex Collection which comprises bracelets, necklaces and rings across six sizes. The line is available with diamonds or as a brilliant Rainbow Collection with sapphires, rubies and emeralds.



## EUGEN RUHLE ^v

Based in Pforzheim, Germany, Eugen Rühle draws on 130 years of experience. Founded in 1892 it has established a name as manufacturer of exquisite decorative chains, crafted in 14 and 18ct gold, silver and platinum, as well as fine jewellery with diamonds and coloured stones, available in all combinations and shapes. Eugen Rühle is known for its diverse chains collection and its high-quality finish and the product range includes machine and handmade chains in all the popular and fashionable styles and colours. All lengths of chain and custom-made designs are also possible. The company sells to the jewellery trade only.



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## QUINN <

Long-established German jewellery brand Quinn is now well established in the UK market, and while renowned for quality silver pieces, gold jewellery is now also a key part of the supplier's quality repertoire. Whether crafting from silver or gold Quinn delivers on quality, creative energy and, importantly, adaptability.

One of its core strengths is flexibility. While there are separate collections in gold, if a customer wants to change the metal, or maybe the stones, of a particular style, it can be done.



## HELENE APITZSCH >

Based in Heimstetten, Germany, Helene Apitzsch has been designing and manufacturing distinctively elegant jewellery in platinum for 35 years. Motivated by creating high value, perfect designs, their collections encompass a variety of chains – machine-made as well as hand-made – and available in all lengths and styles including curb, trace, snake, braid, ball, foxtail and anchor. Also in the company's repertoire is a large collection of platinum jewellery – bracelets, bangles, rings and necklaces – as well as jewellery sets featuring diamonds and coloured gemstones.

Bespoke platinum jewellery is also available.

As a true master with decades of experience, Helene Apitzsch understands the processing of this high value metal, with its special appeal to be formed into jewellery of lasting and timeless beauty. Platinum, the company reminds us, not only requires much time, effort and skill but allows for incredible designs.



Helene Apitzsch ring

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