

E15 PRESS RELEASE

JULY 2011

E15 PRESENTS AC02 JEWEL BY SASKIA DIEZ

E15 debuts AC02 JEWEL, a discrete and sculptural hand finished wooden jewellery case designed by Saskia Diez, which e15 will present at the much anticipated opening of the new Andreas Murkudis showroom on 06 July 2011 in Berlin along with a selection of the new releases for 2011.

AC02 JEWEL is a modular four piece jewellery case, hand finished in solid European walnut. The interior of each of the three shaped stackable cases has different interior partitions, which conveniently lend themselves to the storing of jewellery or precious objects. The top sheath finishes with a closing top. The tactile appearance of AC02 JEWEL reflects the aesthetics and design language of e15, featuring the pure use of material, simplicity and function.

The jewellery case AC02 JEWEL marks e15's first collaboration with the German designer Saskia Diez, most known for her unique jewellery designs as well as her recently launched and awarded travel bag "Papier". Her progressive, sensual and detailed designs, innovative use of high quality materials and cultural references from traditional and modern perfectly match e15's aesthetics and design philosophy.

AC02 JEWEL is available to purchase from e15 retailers worldwide as well as directly from Saskia Diez and her network of retailers.

Ends./

NOTES TO EDITORS

For further press information and high resolution images please contact the e15 in-house PR team:

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LAUNCH AT THE OPENING OF THE NEW ANDREAS MURKUDIS SHOWROOM

06 July 2011

10.00 H – 20.00 H

Potsdamer Strasse 77-87, Haus E

10785 Berlin

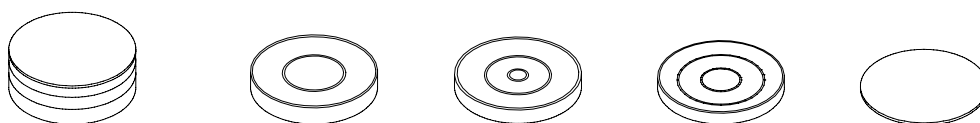
www.andreasmurkudis.net

AC02 JEWEL

JEWELLERY CASE

DESIGN: SASKIA DIEZ, 2011

The jewellery case AC02 JEWEL presents a special collaboration with the Munich designer Saskia Diez. From solid European walnut, the stackable, three-piece case extends the accessory range of e15. Each of the three shaped pieces has different interior partitions which lend itself beautifully to the storing of precious jewellery. The top sheath finishes with a closing top. The reduced design of AC02 JEWEL is in line with the aesthetics and design language of e15 and emphasises the used material.

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