



Press Release

Berlin, 1 June 2019

Juwelo to celebrate its 11th birthday with an extensive special sales event

As of today, Juwelo is offering 11 days of breathtaking gemstone premieres, special programmes about the world of gemstones as well as jewels that can only be bought at the internationally renowned luxury jewelers as part of a comprehensive marketing campaign to mark its eleventh birthday.

Germany's only jewelry channel is launching its 11th birthday celebration today. For eleven days, the jewelry experts of the Berlin-based company will be presenting shows and real jewelry at incomparable best prices and breathtaking gemstone premieres for 18 hours a day live on TV and in stream on juwelo.de. International gemstone hunters will be exclusive guests from 7 to 9 June 2019 and will have some of the rarest gemstones like the Blue Fire Opal with them.

As a further highlight, Managing Director Annette Freising will once again present her own charity collection "Shiny Future" for the benefit of SOS Children's Villages worldwide, with which Juwelo has already collected over EUR 55,000 in donations.

"Our birthday campaign is very popular with our customers. That's why we want to add one more thing this year," said Wolfgang Boyé, Chairman of elumeo SE's Executive Board. "We once again expect a good response from our jewelry lovers and collectors, for whom we have created many new pieces in our manufactories."

Company description

Juwelo Deutschland GmbH is a Berlin-based company and a 100% subsidiary of elumeo SE. Juwelo started on TV on 1 June 2008 and has been presenting real gemstone jewelry live for 18 hours every day since then. The Juwelo Deutschland online shop is available around the clock with a wide range of products. Today, Juwelo Deutschland offers coloured gemstone jewelry at the best price-performance ratio in every segment in Europe via a variety of electronic sales channels (including TV, the Internet, Smart TV and a Smartphone app). Besides interactive live sales on TV, there are also classic fixed-price offers in the online shop, so that jewelry lovers can access the wide range of Juwelo Deutschland at any time and from any place. Juwelo Deutschland's range includes jewelry with a variety of different gemstones. There are currently around 500 different gemstone varieties on offer. Each piece of jewelry is delivered with a certificate of authenticity that provides information about its dimensions, weight, origin and the precious metal used.

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