

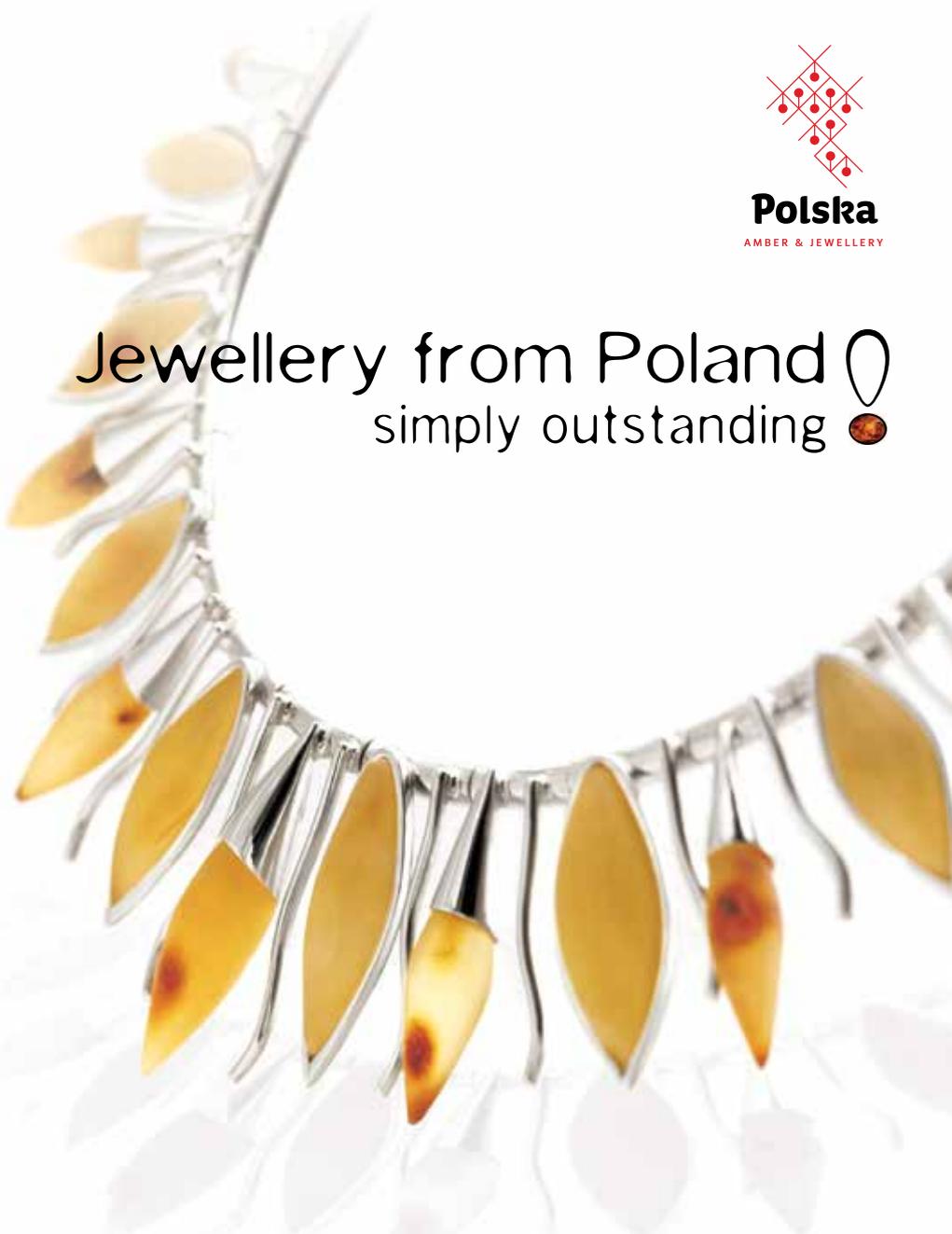


Polska

AMBER & JEWELLERY

Jewellery from Poland

simply outstanding



**INNOVATIVE
ECONOMY**
NATIONAL COHESION STRATEGY

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Jewellery from Poland

In a globalised world, it is increasingly more difficult to maintain individual product features as they blur in the face of the need to conform to dominant trends. Polish jewellery, however, has maintained a certain peculiar and recognisable trait, chiefly due to what Polish manufacturers and designers achieved in their work in amber and silver. Poland's accomplishments in this field are very abundant and have made it possible to build a strong brand of Polish jewellery which is appreciated world-wide.



Today Poland is the world's largest amber jewellery producer and the third largest – after Italy and Germany – producer of silver products in Europe. While the global jewellery business is turning to silver as a cheaper alternative to gold, Poland has long been known to be a leader in this segment, with not only the know-how it has developed over the years, but also a distinctive line, simplicity of design solutions and an abundance of timeless forms. Poland's main export directions are the countries of the European Union, where customers like not only contemporary silver jewellery made in large factories, but also pieces made in artist studios.



Polish Amber



Practically every Polish designer who begins their jewellery career turns to amber. Each designer has their own, different idea, when making amber a part of their artistic vision. They prize amber first and foremost for the ease with which it can be worked, but also for its strictly jewellery qualities: the abundance of natural forms which are so popular with designers and the inspiring wealth of colour varieties. The settings are often created exclusively for each natural amber nugget – especially for the uniquely beautiful ones.



Polish Design

For many years, Polish design has been a recognised and esteemed brand on the international jewellery scene. This is due not only to the creativity of the artists, their skill at interpreting the current trends or – just the opposite – their faithfulness to classic inspirations, but also to the high quality and sound workmanship of the products. Polish design is synonymous with fresh ideas, a wealth of inspiration, diversity and distinctness of form, with a common denominator of simple solutions in contemporary style and an emphasis on the timeless classic. Characteristically, Polish designers love to experiment: they eagerly turn to new, sometimes surprising solutions. These features are especially admired abroad – jewellery and functional art by Polish designers can be bought in prestigious jewellery art galleries the world over.



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The Polish jewellery and amber industry has received subsidies to support general export promotion under the Innovative Economy Operational Programme (IE OP) for 2012-2014, including for Polish businesses going on trade missions abroad and foreign buyers coming to Poland, promo campaigns in the consumer press and on billboards in Germany, Italy, the United States and China, and participation in selected international trade exhibitions: Inhorgenta, Vicenzaoro Spring, the Tucson Gem Show, the JCK Las Vegas Show and the Hong Kong Jewellery & Gem Show and the following trade shows in Poland: Amberfest, Ambermart and Gold Silver Time.

The three-year project is being implemented by the *Amber: Treasure of Poland* Consortium.
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