



Hans D. Krieger:

A keen eye for quality

By Marie Feliciano

Hans D. Krieger Fine Jewellery is strengthening its position in the international luxury jewellery market by creating exceptional collections that appeal to consumers on the grounds of rarity and beauty.

Based in Idar-Oberstein, the jeweller is one of the first companies in Germany to specialise in fancy coloured diamonds. Andreas Krieger, who currently heads the family-run business, said, "I think we are one of the very few manufacturers of diamond jewellery who can design and manufacture all their items from beginning to end on their own premises."

The jeweller has almost 300 years of history. According to Andreas, goldsmiths and gemstone cutters from the family were mentioned as early as 1720. Since 1935, the traditional company from Idar-Oberstein – the forerunner to Hans D. Krieger Fine Jewellery – shifted its focus to diamond cutting. In addition to fancy coloured diamonds, the jeweller also uses high-end coloured gemstones such as ruby, sapphire, emerald, Paraiba tourmaline and aquamarine in its collections.

In 1967, Hans Dieter Krieger – son of Johann and father of Andreas – produced the company's first diamond jewellery. He

1. Fancy coloured diamond earrings
2. Fancy coloured diamond necklace
3. Andreas Milisenda, production manager of Hans D. Krieger Fine Jewellery
4. Rings with fancy-cut and fancy coloured diamonds
5. Necklace with brilliant-cut fancy coloured diamonds
6. A pair of long drop earrings with fancy coloured diamonds

Photo credit: All jewellery pieces by Hans D. Krieger Fine Jewellery

embellished the finest diamonds with coloured gems, creating classic and opulent pieces. This very quickly became the company's core business.

In an interview with *JNA*, Andreas Milisenda, production manager of Hans D. Krieger Fine Jewellery, talked about the fine jeweller's long-term business strategy and highlighted some of the company's standout collections this year.

JNA: To what do you attribute Hans D. Krieger Fine Jewellery's resilience and business longevity?

Andreas Milisenda: We have the capability to manufacture fine jewellery from beginning to end. I believe this sets the company apart from the crowd. We have diamond and coloured gemstone cutters, stone setters, casters, engravers and goldsmiths. This is unusual today in Germany – and even in the whole of Europe – since it requires a lot of commitment and investment.

JNA: What is your approach to customer service?

Milisenda: We are very focused on our clients' needs, and this requires plenty of flexibility on our part. If a customer wants a ring or a necklace made according to his or her specifications, we can create the piece in a short period of time. We always go a step further for our clients to realise their masterpieces.

JNA: Does it pay to go the extra mile for clients?

Milisenda: Yes. This is the reason why clients love working with us. We throw our full support behind them. This includes investments in new software and machinery. We are, however, not overly reliant on technology. The final manufacturing process is always done by hand.

We have specialists who have mastered the centuries-old craft of gemstone cutting and jewellery making. At the same time, they are just at home with the latest cutting-edge technologies.

JNA: What is your approach to talent development?

Milisenda: Everyone in our team undergoes a three-year training programme at Hans D. Krieger, and always under the tutelage of our master cutters and setters. After completing the programme, the trainees will receive a certificate of completion. In those three years, they will learn everything about gemstone cutting and setting, and goldsmithing.

JNA: Describe the precious materials that you often use in your jewellery.

Milisenda: Every diamond and coloured gemstone that we use is natural. You won't find any treated stone in our factory. When we started manufacturing fancy coloured diamond jewellery, very few knew what fancy coloured diamonds were. Today, everyone wants these rare and beautiful gemstones.

JNA: Do you set a minimum order amount or purchase value?

Milisenda: More than the amount or value of the order, a product selection that fittingly represents the brand and our fine jewellery concept is far more important to us.

JNA: What are the highlights of your 2015 collection?

Milisenda: We have an incredible selection of fancy coloured diamond necklaces, bracelets, earrings and rings in a modern-classic style. One of our exceptional items is a necklace with multi-coloured brilliant-cut diamonds in a bezel setting. Each bezel is embellished with 16 smaller brilliant-cut colourless diamonds. On both sides of the bezel are windows that allow light to enter the diamonds for maximum brilliance. The diamonds are exactly of the same cut and the setting is flawless. Again, we were able to create this piece because we have the best craftsmen right in our studio.

Another outstanding piece is a Y-necklace with fancy-cut and fancy coloured diamonds. The diamonds are exquisitely set. We have cocktail rings with perfectly pavé-set white diamonds. The surface is immaculate, and there are no spaces between the stones.

We also have our own platinum alloy. It is actually a special mix of PT950 and gold. The resulting material is actually whiter than the regular platinum you see in the market. At the same time, it is stronger and resistant to scratches because of its platinum content.

We pride ourselves in our craftsmanship and attention to detail, and I believe these distinct qualities show in the jewellery that we make. **JNA**



Fancy coloured diamond bracelet



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