



*O*lga Veisberg
INFORMATION FOR RETAILERS

OLGA AT A GLANCE

OLGA VEISBERG is a fine jewelry brand founded by Olga Veisberg.

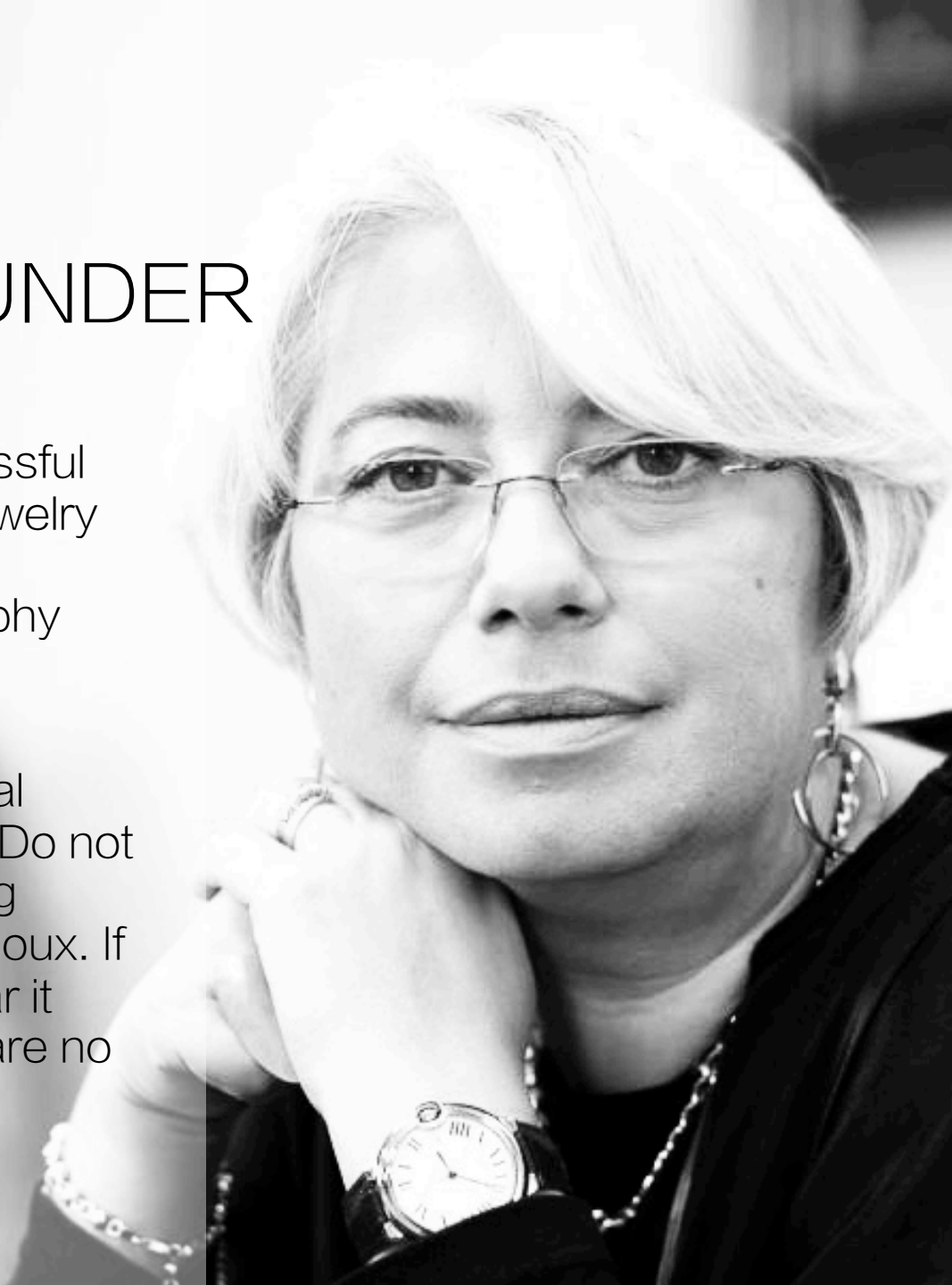
- Every OLGA VEISBERG piece is one of a kind, we do not work on made-to-order basis.
- Precious and semi-precious gemstones are the focus of the design.
- The pieces are designed and produced by skilled artisans in Kyiv, Ukraine.



Olga THE FOUNDER

Olga Veisberg is a successful businesswoman and a jewelry enthusiast with a deep knowledge of the philosophy behind it.

She opposes conventional approaches to jewelry: “Do not be afraid to mix everything together – silver, gold, bijoux. If the jewelry suits you, wear it however you like. There are no forbidden combinations.”



OLGA USP's

There are several unique selling points that define the OLGA VEISBERG brand:

- **Casual luxury concept:** OLGA VEISBERG pieces can be worn anywhere, at any time of the day.
- **Focus on gemstones** in the design. Our designers use mainly coloured gemstones.
- **Collection categorisation:** the range is organised by purpose and emotions.
- Our patented **necklace spiral fixation** for pendants.



OLGA CASUAL LUXURY

The concept of **casual luxury** lies in the core of all OLGA VEISBERG pieces.

We believe that every occasion is special, there is no need to look for an excuse to wear exclusive jewelry every day. OLGA VEISBERG pieces are luxurious, yet understated, and can be worn to the office or to your best friend's wedding – in both instances they will look equally appropriate.



OLGA THE DESIGN

All OLGA VEISBERG pieces are made from precious and semi-precious gemstones and precious metals.

Our designers maintain a recognisable style throughout the range: minimalistic use of metals and focus on gemstones is the central motif. Bold colour combinations, natural forms and asymmetry play an important role.



OLGA THE RANGE

The OLGA VEISBERG range currently consists of women's jewelry, including rings, necklaces, earrings and pendants.

The pieces are categorised by occasion and purpose: from anniversary gifts to pieces that help to tackle heartbreak. Emotions and the reasons behind wearing jewellery in the first place are central to the way we approach our marketing and sales.



ON THE NECKLACE SPIRAL

In order to make our necklaces even more versatile and convenient to mix and match, our designers invented our famous spiral detail for fixing pendants.

The spiral provides the wearer with an easy solution to switching pendants and combining them with one necklace. This detail has been patented.



OV THE PACKAGING

Our unique packaging reflects the design ethos of the brand: made of wood in the West of Ukraine, it highlights the natural forms and materials of OLGA VEISBERG pieces.



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