

Company

Founded in 1863, Deumer is a manufacturer of small accessories, made of sterling silver and 14 / 18 Karat. The main product is cuff-links, plain as well as in combination with precious enamels and semiprecious stones such as lapis, onyx and others. Money-clips and tie-slides are just 2 other of the products Deumer hand-crafts in Germany. The family owned company is based in Southern Westphalia approx.. 1 hour away from Cologne.

Customers

Well dressed affluent international travellers with a classic style love Deumer products. They buy them at gentlemen's outfitters under the brand-name of 'Deumer 1863'.

The Travel retail industry

The travel retail industry is expected to be one of the most important retail platforms in the future. Airports, cruise lines and down-town duty free shops are the ideal location to market Deumer products to an international audience. Especially the Middle East, parts of Russia, India and Asia are markets with a very high potential. It is therefore, that Deumer is entering this thriving market.

USP

Sterling silver cuff-links and other accessories made by Deumer fill the gap between imported plated accessories in the low price range on the one hand and the fine jewellery quality sold by the jewellers on the other hand. Retail pricing for sterling silver cuff-links between 90 and 200 EUR (120-260 USD) is tailored to the needs and price-level of the high quality gentlemen's outfitter and independent watch- and accessory retailer. Being hand-crafted in Germany since almost 150 years in rather small quantities, Deumer offers a very personal alternative to the well established large brands such as Mont Blanc and Tiffany cuff-links.

Deumer's exclusive corporate gift program offers much more than just engraving. Corporate customers can create there very own unique business gift by altering existing designs in style and colour. Customers include major car companies such as Porsche, Audi, Mercedes or Lexus, financial institutions such as Deutsche Bank and many other German, European and international corporations. Last but not least Deumer is supplier to the German government.

Design principals

Deumer products have a very classic and timeless design. Made in Germany in the centre of Europe they are a symbiosis of the clear and simple scandinavian lines and forms with the emotional touch of colour and warmth, Italian jewellery is so famous for. There is nothing fancy or obviously fashionable about Deumer products, yet none of them is boring. Some of the designs have been around since the 1920s, but only very few people can tell which ones.

NEW for Cannes 2010

A line of cuff-links in 18 Karat gold

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