

GEORG JENSEN

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Georg Jensen on WHEELS

Closeness to nature, health, environmental sustainability and bicycling are all integral parts of the Scandinavian lifestyle. As part of the Global premiere of the new Scandinavian Luxury Lifestyle store concept Georg Jensen is launching WHEELS - a unique Danish designed and produced bicycle. Yet another quality, long lasting investment opportunity from Georg Jensen – in a world where financial values decline by the tick of the clock .

“The best part of Denmark and the rest of Scandinavia is our lifestyle and the clean environment. The relaxed atmosphere where people are enjoying the closeness to nature and get together with friends and family at home. Our wonderful clean environment which provides clean drinking water directly from the ground and which makes it possible to swim in perfectly clean water even in the harbour in the very midst of Copenhagen. And then there are off course the bikes”, Ulrik Garde Due, CEO of Georg Jensen, states.



Denmark is after the Netherlands, the country in the world with the highest number of people bicycling. All over the country the road net is making it easy to be on two wheels and the official government includes bicycling as part of the national transport policy. In other words bicycling is an integral part of everyday lives in Denmark. In most big cities tourists can borrow city-bikes for free while they are visiting Denmark.

Celebrating the launch of the new Georg Jensen Luxury Lifestyle store concept in Taiwan, US, Australia and Denmark Georg Jensen is presenting WHEELS - the very first Georg Jensen Bicycle.

WHEELS is a true piece of daily life luxury. A functional, outstanding quality piece of design representing the core of Danish design and lifestyle, produced in the centre of Copenhagen.

The surface of the bicycle resembles the handmade hammered surface of the unique silver hollowware pieces created and made by Georg Jensen himself 100 years ago. These hammer marks are today the epitome of Georg Jensen and still a very important part of the way the Georg Jensen silverware is made. The Georg Jensen bicycle has a handmade sterling silver plated bell. The wonderful leather grips and saddle are made by Brooks England, who is renowned for their high standard bicycle accessories,

The bicycle is designed and produced in close cooperation between Georg Jensen and Danish Søren Sögreni who have built a reputation for unique and contemporary designed bicycles. Dedicated to design, quality and craftsmanship first the Sögreni design concept fits hand in glove with Georg Jensen.

The Georg Jensen bicycle will only be produced in a limited number and will be presented along with the launch of the new Georg Jensen Store Concept in Georg Jensen stores in Taiwan, US, Australia and Denmark in October.

About Georg Jensen

For over 100 years, Georg Jensen has been one of the world's leading silversmiths, recognised throughout the world for its exclusive jewellery, timeless interior design products and fabulous silver corpus. People all over the world are attracted by the Scandinavian design look of Georg Jensen products, the unique quality and the exquisite handiwork. Georg Jensen is recognised as one of Denmark's best known and loved brands, with over 100 stores worldwide.