

**BRANDVAN
EGMOND**

PRESS RELEASE DIAMONDS FROM AMSTERDAM



“Diamonds are a girl’s best friend”

Design by Annet van Egmond

January 2017, Naarden, The Netherlands

Rough and unpolished stones, mined from deep beneath the surface, have for many years been brought to Amsterdam, the City of Diamonds. Only there do they receive their clarity, colourful light and final shape.



Capturing the symbolism of eternity in a ring - with no beginning or end - was for William Brand an interesting challenge. He forced himself and his craftsmen to advance their techniques to create a perfectly round and seamless ring of stainless steel that could also function as a piece of jewellery.

The DIAMONDS FROM AMSTERDAM expresses the romantic resonance and splendour of heritage jewellery through its commanding design.



We at times have requests from couples asking our atelier to create a special version of the ring as a wedding gift, engraved with their names inside the ring. Wedding boutiques encourage the ultimate girl's dream with THE DIAMONDS FROM AMSTERDAM above their beautiful bridal dresses. But this iconic piece is also applied in minimalist interiors for its clean contemporary appearance and appreciation for skilled craftsmanship. It's up to you to start your own tradition.

William Brands comments on his work:

A wedding hall wanted a unique piece of lighting, symbolizing love, eternity and splendour. With these powerful themes I started to sketch and quickly came up with the concept. The actual execution took much more time: the fact that I want the object to be completely seamless proved a huge challenge. But, in the end, the result is a perfect and seamless ring.

William Brand

designer / owner



William was trained as an artist and an architect. He graduated at the Utrecht School of Arts.

As an award-winning furniture designer he for many years designed buildings and interiors for fashion brands, including the headquarters of BRAND VAN EGMOND. His interior designs are always minimalist, in contrast to his lighting designs which have a powerful sculptural presence. He considers his lighting objects the cherry on the cake.

His way of working is quite specific. Immediately after defining the concept he starts working in the workshop like a sculptor; experimenting and crafting while having the object grow in his hands, often with unexpected results. Therefore the journey is just as exciting and important as the destination.

**BRANDVAN
EGMOND**

BRAND VAN EGMOND - IMAGE DATA BANK

We have created an account for you on our image Data Bank.

Please [click here](#) and login:

Login:

Password:

Project/searchname: **DIAMONDS FROM AMSTERDAM**

BRAND VAN EGMOND B.V.

Nikkelstraat 41

1411 AH Naarden

The Netherlands

T +31 (0)35 692 12 59

F +31 (0)35 691 17 25

E press@brandvanegmond.com

W www.brandvanegmond.com

For further information please contact: press@brandvanegmond.com or call Jolanda Eijkman for any question you might have or for our high res images.



For images of our collections and much more, visit our **Image Data Bank** and get inspired!