



DESIGN HELENA BERGGREN

## Simply Elegant by Design Helena Berggren

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**I am a graphic designer with a passion for strong forms. In my jewellery shiny and colourful Plexiglas meets sober silver. It is a perfect match. My jewellery is personal and expressive. It has a simple elegance.**

With my background as an Art Director and with my passion for design and typography, it was natural that my first jewellery collection was in the form of letters. To wear one's own letter, or the letter of someone you care for or love, in combination with any of my symbols, means something very special.

I think Plexiglas is a fantastic material for jewellery design. It is flat, it captures and reflects light, and it comes in an almost endless variety of exciting colours. Silver is sober and classic. The elegant silver enhances the Plexiglas from its basic level. The combination gives my jewellery a strikingly simple elegance.

I have developed the ability to combine your own jewellery for each new collection. The focus is always on form and material. An example is my O collection, where the base consists of the letter O in Plexiglas. My concept – simple elegance – is clearly visible in the bracelets and earrings of the collection, due to the balance between material, form and colour.

I started Design Helena Berggren in 2006 in Stockholm, Sweden. My jewellery is sold in my own store and online shop and at retailers. It is found mainly in Sweden but also in other European countries.

All production takes place in Sweden. My clients include organisations and companies on whose behalf I design and manufacture jewellery with a unique form and expression. Among these clients are companies like Saab Automobile, Save the Children Sweden and Stockholm University.

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