



CAROLINE
SVEDBOM

JEWELRY

ABOUT

Swedish designer Caroline Svedbom is on a mission to give women a pure colour infusion. Caroline Svedbom jewelry launched her eponymous label in 2013 with a goal of bringing joy and colour to women of all ages. Today, Caroline Svedbom Jewelry offers seasonal collections available at 350 retailers throughout Scandinavia and Europe.

She's the fourth generation in her family to work with jewelry, and all of her pieces are handmade at her company's family-run studio in Greece and comes with a two-year guarantee.

Each collection features fine stones, glass, pearls, and Swarovski crystals, all set in nickel-tested brass with 18-karat gold or rhodium plating.

Whether it's a pair of sparkling earrings to elevate an everyday outfit, a gold cuff to add elegance to a classic white button-down shirt, or a rainbow choker necklace to brighten up a little black dress, each piece by Caroline Svedbom Jewelry is the ultimate finishing touch.





HANDMADE IN GREECE

Caroline Swedbom's jewelry is handmade at the company's family run studio in Greece, where skilled craftsmen take pride in their attention to detail and quality in every step of the process. This means that every piece is not only unique, but also of the highest quality.

The jewelry is made from the finest of materials, including Swarovski crystals, pearls and glass stones. The base is nickel free raw brass that has been partly soldered and plated in 18K gold or rhodium. All materials used are continuously tested to ensure quality.

The result is that all Caroline Swedbom Jewelry comes with a 2-year guarantee.

VISION AND GOALS

Our vision is to bring joy and colour into the lives of women of all ages and in all contexts - offering jewelry that adds sparkle to an everyday outfit and glamour to a party dress. It is jewelry that enhances every woman's unique beauty and inspires self-confidence in the wearer. The love and joy that goes into every piece of every collection should be as obvious for the wearer as for those around her.

Our goal is to create a positive experience for everyone who gets in contact with the brand - starting from our own organisation through to distributors and end customers. We believe that the best way to achieve this is to stick to the personal way that the business has always been run. That is why we, for instance, keep our own production facilities to be close to every part of the process.

That is also why we find it so important that the jewelry is marketed, displayed by our distributors, wrapped and presented to the customer in a way that contributes to the positive experience.





CORE VALUES

The Caroline Svedbom brand is built on three core values; Craftsmanship, Quality and Personality:

CRAFTSMANSHIP

Production performed by skilled craftsmen who take pride in their work.

QUALITY

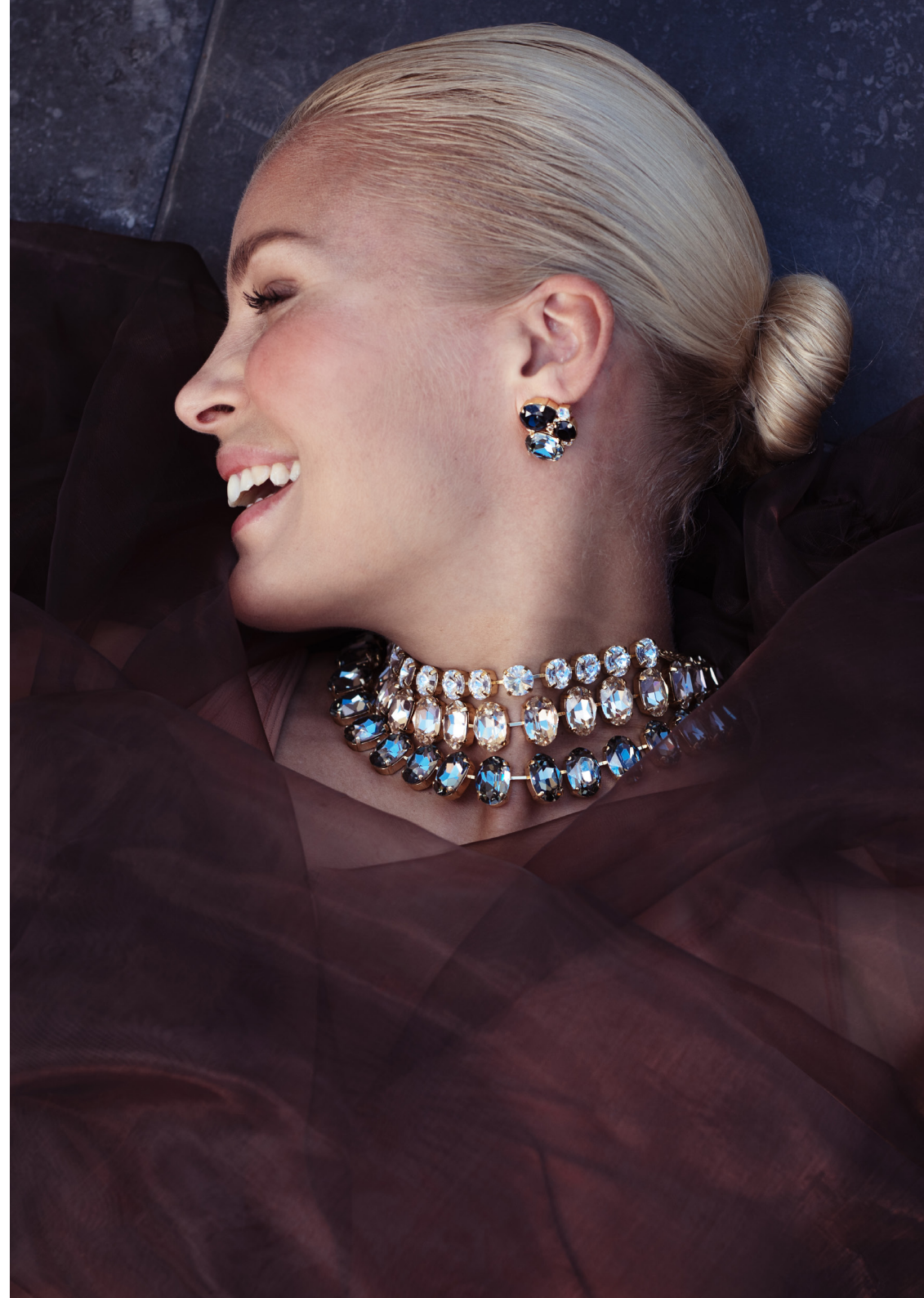
Highest quality aimed for in everything linked to the brand; from design to production, marketing and sales to personal encounters.

PERSONALITY

Offering personal jewelry that allows the wearer to express their unique personalities. A personal approach also characterises everything linked to the brand.

VERSITALE COLLECTIONS

Caroline Svedbom designs seasonal collections and each has its own unique characteristics, but with a common DNA and identity which makes the pieces complement each other across collections.





THE DROP COLLECTION

The iconic collection is the Drop Collection and comes in four different sizes in six base colours and new colours for each season. The Drop Collection is available in necklace, earrings, ring and bracelet.



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