

THOMAS JIRGENS

JUWELENSCHMIEDE



Press release, Munich, September 2020

THOMAS JIRGENS JUWELENSCHMIEDE - reopening at new location

The new location of Thomas Jirgens' JUWELENSCHMIEDE has officially opened in the heart of Munich on September 1, 2020.

After having been located right across from the Hotel Mandarin Oriental for 22 years, the store has moved 100 m up the street to Kosttor 1 / corner of Maximilianstraße this month. On more than 60 sqm (645 sqft) Thomas Jirgens presents his jewelry made of exquisite gemstones.

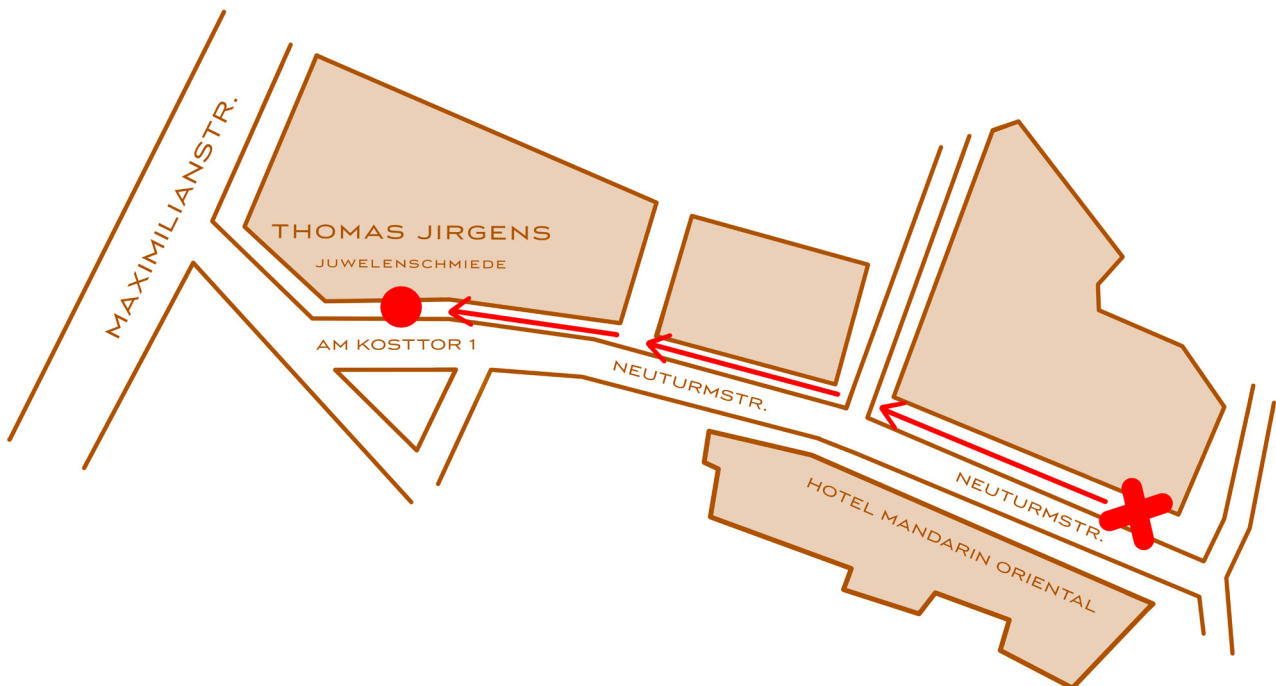
The new jewelry shop's total floor space has been reduced in comparison to the old store, but it is more elegant, refined and optimized in every respect. Upon entering, high ceilings with a gallery and mirrored walls on both sides welcome the guest and convey a feeling of spaciousness. Two puristic counters which are also being used as goldsmith's worktables are integrated into the showroom and give it a flair of craftsmanship and precision. Two safes, filled with everything Juwelenschmiede has to offer, are within easy reach for trying on and playing with gems of every color and size.

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The workshop where precision craftsmanship is being performed is like the heart of Juwelenschmiede, pulsating above the showroom and sometimes made perceptible by gentle sounds. It is located on a gallery on the second floor and is seamlessly integrated into the store. Large-format pictures mounted on the balustrade show the current collection and complement the colors of the season. Accompanied by soft background music, clear light directs the focus to the details of the jewelry pieces and creates an atmosphere of concentration that inspires customers to try on these exceptional works of art.

It is the passion of Thomas Jirgens and his Juwelenschmiede to dedicate their full attention to finding the most suitable jewelry for its wearer and to thus emphasize every woman's individual beauty.



NEW ADDRESS

AM KOSTTOR 1, 80331 MUNICH

+49 89 29 162 152

INFO@JIRGENS.COM

WWW.JIRGENS.COM