

Rings "Lift Off"

New creations for the jewelry wearers creativity



Erich Zimmermann loves precious stones and jewelry in elementary forms. He now presents the latest collection, which he created in his Augsburg atelier, a line of eminently compelling rings.

So far, Zimmermann most obviously expressed his fascination for gemstones' marvelous colors and intense brilliance in his "Princess" ring collection featuring a single large gemstone set in only a few prongs onto a sleek ring band. Zimmermann has further developed these rings into the new "Lift-Off" models (their German name "Abgehoben" having various meanings, e.g. something that has been lifted off, an airplane that has taken off, or something extremely fanciful, extravagant, or far from reality such as a high-flown idea). This might be a slightly exaggerated name for those sleekly elegant creations featuring a colored gemstone or a brilliant-cut diamond that seems to hover above its wearer's finger.

Unlike the "Princess" rings that require their solitude on the wearer's hand in order to unfold their full splendor, the new models perfectly lend themselves to be combined with each other. The wearer can combine these delicate rings with their subtle colors according

to her own personal taste and style or current mood, or according to how she dresses for a particular occasion. Thanks to the different sizes of the stones, the wearer has innumerable options ranging from different forms to colors with varied ring bouquets. Nevertheless, no jewelry lover needs to wait until the next three Christmases in order to wear Zimmermann's new impressive pieces because even when worn solo, each of these new models is an eye-catcher.

All the characteristics that jewelry aficionados have always loved about Zimmermann can be found in this new collection. The rings' design is minimalist without being austere so that they can be labeled as embodiments of the ideal ring form. To create such elementary forms is Zimmermann's specialty that made him one of the most copied goldsmiths. This is why he had his new collection patented as to get protect on from imitation.

In this new collection, Zimmermann limited his choice of metals to 18-carat white gold because this cool color harmonizes best with the sleek shape of the rings and, in addition, makes it easier for the wearer to be creative when arranging her personal collection of "Lift-Off" rings.

