

August 2009

**World premiere of GELLNER'S collection of jewelry for men
»YOU ROCK by Marcus Schenkenberg«**

»Since women are now wearing suits, men should be able to wear pearl jewelry. It's all a question of personal style,« says top model Marcus Schenkenberg. Over Schenkenberg's 20-year-plus career, he has appeared on the cover of practically every well-known glossy magazine and been booked for some of the most important advertising campaigns in the world.

The top model from Sweden, who now lives in New York, is recognized worldwide as a symbol of success, beauty and glamor. His career is without parallel in the field of male modelling. Following relationships with Pamela Anderson, Mariah Carey, Nicky Hilton and Jessica Simpson, Marcus Schenkenberg, who was once named the »sexiest man alive,« now has a new object of affection: YOU ROCK by Marcus Schenkenberg. Pearl jewelry for men. And also for women – unisex and multisexy.

For the advertising campaign for the new line of jewelry, international star photographer Mayk Azzato has created perfect images of Marcus Schenkenberg.

The YOU ROCK by Marcus Schenkenberg collection represents the first time pearl jewelry specialist GELLNER has ventured into the world of male jewelry on a global scale. The idea was born at Baselworld 2009,

Gellner GmbH & Co. KG
Uhlandstraße 15
75446 Wiernsheim, Germany
Telefon: +49-70 41-96 11-0
Fax: +49-70 41-96 11 96
Mail: info@gellner.com
gellner.com

Sparkasse Pforzheim
BLZ 666 500 85
KTO 961566

at a meeting between Jörg Gellner and Frank Kuhlmann, who has been Schenkenberg's manager for many years. Concept and design ideas soon followed, and a sympathetic relationship was transformed into a viable business.

Jörg Gellner, the fashion conscious German with Norwegian ancestry, and Swedish jewelry enthusiast Marcus Schenkenberg: an alliance between innovative creativity and cosmopolitan style.

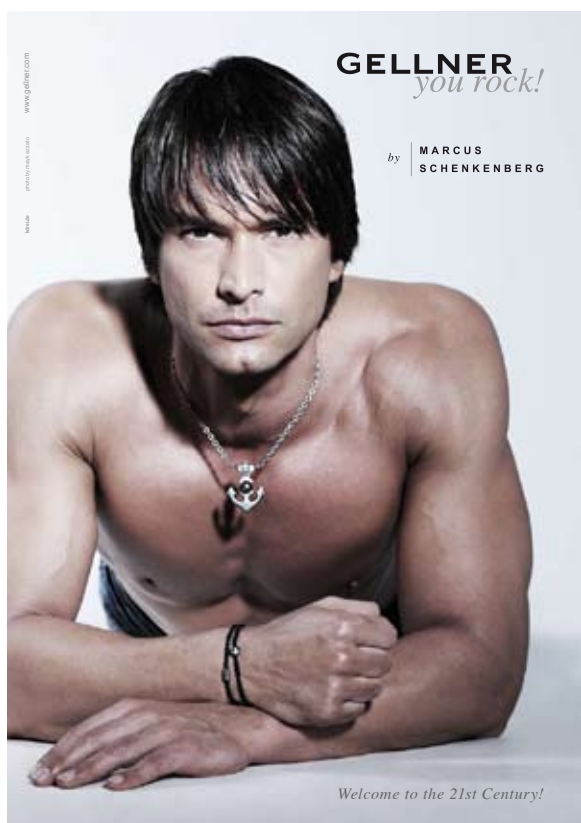
Designer Mayk Holländer provides the individual pieces with their extravagant look. He has created a black-silver collection with black brilliant-cut diamonds, highlighted by unique and vividly colored Fiji cultured pearls. Black chokers made of leather, silver, knotted silk or stingray leather are combined with distinctive pendants that represent an anchor, a cross, a skull or the beauty of a pure pearl.

Matching bracelets made of black knotted silk are also adorned with brilliant cut diamonds and Fiji cultured pearls, and decorate each arm.

Contact information:

Eveline Müller (e.mueller@gellner.com)

and Daniela Keller (d.keller@gellner.com)



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W. Holländt

GELLNER - M.S.

