



Wellendorff Japan K.K.

Company Description

Wellendorff is a distinguished German luxury jewellery manufactory founded in 1893 by Ernst Alexander Wellendorff in Pforzheim, Germany. For over 130 years and spanning four generations, the company has remained strictly family-owned and operated, adhering to its foundational philosophy of "Wahre Werte," or "Genuine Values."

This philosophy is the cornerstone of the brand, ensuring that every piece of jewellery embodies exceptional quality, superior craftsmanship, and deep emotional significance. It dictates the use of only the finest materials—primarily 18-karat gold and meticulously selected diamonds—and a relentless pursuit of perfection in German goldsmithing artistry.

The brand's international recognition soared with the creation of its most iconic piece, the "Wellendorff Rope," in the 1970s. The concept originated from Eva Wellendorff (of the third generation), who desired a necklace that felt "as soft as silk" against the skin. Master goldsmiths achieved this by developing a complex technique to manually wind and weave fine gold wire, resulting in a flexible, supple, and extraordinarily tactile piece of "jewellery that moves."

Wellendorff is equally renowned for its mastery of "Wellendorff Enamel" (cold enamel). This proprietary technique involves the intricate, multi-layered application of a special translucent enamel by hand. This process creates exceptionally vibrant, luminous colours that are highly durable and resistant to chipping or scratching. The depth and brilliance of this enamel are a signature of the house, often combined with intricate engravings beneath the enamel layer to enhance the play of light.

In the 1990s, Wellendorff combined this enamel artistry with precision engineering to create its famous spinning "Signature Rings." These rings feature an inner band—often adorned with enamel patterns or diamonds—that spins smoothly and effortlessly within the outer ring. This tactile, playful feature is designed to bring a moment of joy to the wearer, turning the ring into a personal amulet.

Today, the manufactory is led by the fourth generation, brothers Christoph and Georg Wellendorff. They continue to safeguard the family's heritage while driving innovation. Every single piece of jewellery is still meticulously handcrafted at the headquarters in Pforzheim, from the initial design to the final polish.

As a final seal of quality and authenticity, every Wellendorff creation is signed with the "Diamond W," a small logo featuring a top-grade brilliant-cut diamond set in 18-karat gold. This signature guarantees that the piece meets the uncompromising standards of a family-run maison dedicated to creating genuine, lasting values.

Company Details

Head Office

Germany

Main Business

高級ジュエリー（ゴールドスマスマート、エマイン（エナメル）技術、ダイヤモンドセッティング）及びアクセサリーの
製造・販売

President

Christoph Wellendorff

Established

1893年

Capital

非公開

Number of Employees

101 - 500

URL

<https://www.wellendorff.com/ja/>

Offices

Main Office

The Ritz-Carlton Tokyo GF

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