



Belgium

Topic:
Intellectual Property

Achievement:
Resilience through
Intellectual Property

Sector:
Artistic Crafts

A story behind the success: Rose d'Anvers

Founded in 2016 by Rosalie Bogaard, Rose d'Anvers blends Antwerp's centuries-old diamond craftsmanship with the beauty of natural roses by enhancing natural roses with handcrafted diamonds. By patenting its unique preservation and crafting techniques, the company has secured its position in a competitive market and built a reputation for unmatched quality.



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Challenge

The jewellery market is highly competitive, with a constant risk of imitation. Rose d'Anvers needed a way to protect its delicate innovation from copycats that could damage both the company's reputation and the perceived quality of its products.

Solution

Rose d'Anvers patented its natural rose preservation method and crafting technique, providing legal protection enabling to act against competitors. To reinforce this, they registered the trademark "Rose d'Anvers" with a distinctive logo inspired by Antwerp's coat of arms, safeguarding the brand's identity in the marketplace.

Impact

The patent serves as a deterrent to potential infringers, giving Rose d'Anvers greater security in transparent buyer interactions. Although enforcement is not always easy, intellectual property (IP) rights provide a strong defensive tool against counterfeiters and strengthen the brand's market position. The trademark adds an extra layer of protection, preventing misuse of the company name and logo.

Milestones & Learnings

2014: Marketing concept of Rose d'Anvers developed; company founded in 2016.

Built direct partnerships with rose farmers in Ecuador and Colombia to ensure the provision of quality flowers.

Invested in extensive R&D to perfect the preservation of roses and crafting technique, leading to a unique patented process.

Patents and trademarks act as vital shields in a market full of imitators.

Key Takeaways

- Patents and trademarks deter copycats and protect reputation.
- IP rights are essential weapons in transparent and competitive markets.
- Strong IP protection enhances credibility and supports long-term survival.

Find more information about the Rose d'Anvers [here](#).