

Stylish anti-drugs campaign

Jörg Saabel from Inwil creates jewelry pieces to keep young athletes drug-free

News about drugs in sports increases from year to year and fills our media. No sport is spared. The jewelry designer Jörg Saabel from Baar is trying to fight against this with his jewelry creations and is trying to win the youth over to fair sports.

Reaching goals by believing in yourself

Jörg Saabel, a junior's soccer coach himself, has set up a studio at his tranquil house in Inwil.

“I want to motivate the youth to drug free sports.”

Jörg Saabel

From here he makes his customers' wishes come true as he designs his jewelry pieces. A goldsmith from Zug transforms the designs into high quality products. Jörg Saabel offers different accessories from a pendant to a tie holder with two product lines: “Ich liebe Dich” (ILD) and “Je-crois” (JC). The designer wants to promote legal sports especially with his “Je-crois” line. “I want to motivate the youth to drug free sports”, he explains his plan. “Je crois”, which means “I believe“ in French, stands for believing in yourself and for the confidence to reach your goals while trusting your own abilities. ...

Partnerships with junior athletes

“The athletes should believe in their own abilities from the ground up and get better through their own strength and appropriate training rather than medicating themselves”, Jörg Saabel says about his philosophy. The proceeds from the jewelry sales allow him to build partnerships with clubs and junior athletes. The athletes receive a contract with which they commit themselves to playing in competitions without any foreign substances and they receive a set of clothes from the JC-sports and leisure line as well as a yearly fixed amount of money. The young athletes also benefit within their club from the “Je-crois” jewelry. When a club member buys a “Je-crois” item, for example, they will get twelve percent of the purchase price back. The remaining amount goes back evenly to the designer as well as the club's youth development so that the juniors remain drug free within team sports as well.

The drug prevention center in Germany has been a partner for years already. In addition, Saabel along with his jewelry creations supports the “GSC Aarau”, the Swiss indoor soccer champion, and the “Keeperschool”, an institution for the professional development of junior goalies. Moreover, the humanitarian organization “Right To Play” receives financial assistance for their 23 worldwide projects in sports for peace and development.

[Translation]

“Je-crois” jewelry for everyday situations

The designer defines his ideology by saying that the jewelry should not just strengthen motivation and self-confidence in sports, but in other areas in life as well. Therefore these jewelry pieces should also be wearable at work or in private, Jörg Saabel emphasizes. So a “Je-crois” item is also a good luck charm, if you will, for everyday life.

Further information under: 041 761 07 56

www.je-crois-schmuck.ch



Jörg Saabel presents his jewelry collection.



from Jörg Saabel's two collections.