

BUCCELLATI “MACRI” COLLECTION

From the origins until today

Everything began more or less 40 years ago from the creative genius of Gianmaria Buccellati, second generation of the Buccellati family. Inspired by the blossoming femininity and simple elegance of his youngest daughter Maria Cristina, Gianmaria Buccellati explored his feelings and followed their flow to achieve the some truly heart-felt and sought-after jewellery pieces.

The “Macri AB” line has been designed by Mr. Andrea Buccellati, Gianmaria’s son. Although it picks the overall look of the original Macri’s design, the “AB” line is characterized by small geometric elements that enlighten it. They are small flowers, formed of four white gold bezels set with diamonds, alternating with small white gold beads.

This pattern was conceived and introduced by Mr. Andrea: it is a new, elegant motif that has soon become very interesting and admired by Buccellati followers, so much that it has been used, in different versions, for some other jewels outside the “Macri” collection. Its inspiration comes from the architectonic decorations of Venetian ancient buildings and churches. It is the same inspiration that gave birth to the new Buccellati logo element, in 2015.

As a natural extension of the “Macri” collection, Andrea Buccellati also designed the motifs that enhance the “Macri Giglio” line: small lilies obtained through an attentive openwork technique.

The lily is maybe one of the most ancient flowers used with decorative purposes and it appears in the traditions of many civilizations, and as a symbol of sublime love for Greeks and Romans. But the meaning it still has today is purity. Soft engravings, an iconic style, top quality materials make the signature of true Italian excellence.

