



BUCCELLATI
100th Anniversary

BUCCELLATI – 100th ANNIVERSARY IN 2019



First Shop by Mario Buccellati in Milan - 1919



Buccellati
is one of the most prestigious
Italian Jewellers
founded in Milan in 1919

BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN



EDITORIAL ACTIVITIES

EDITORIAL IN MAGAZINES

FROM FEBRUARY
100 Years of history
Four Generations
Timeless Unique Style
Launch «Vintage Collection»
New «Buccellati Cut Diamond»
Family Interviews
Stationary Logo 100

INSTORE ACTIVITIES

PRODUCTS AND VISUAL MERCHANDISING

FROM APRIL 2019

Vintage Collection
Buccellati Cut Diamond
Limited edition Opera Pendants
Special 100th Windows
Special 100th Video
Social Networks

AROUND THE WORLD

EVENTS WORLDWIDE

APRIL - DECEMBER 2019

Vintage Collection
Buccellati Cut Diamond
Limited edition Opera Pendants
Auction House dedicated event
and Sales
Special 100th Windows
Special 100th Coffee Table Book

EVENT IN MILAN

BUCCELLATI CELEBRATES 100 YEARS

FALL 2019

Opera Night
Jewellery Exhibition
Black Tie Dinner for VIP Clients
& Celebrities
Opera Gift Silver Pendants

TBC

BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN



EDITORIAL ACTIVITIES EDITORIALS AND DIGITAL COMMUNICATION

FROM FEBRUARY
100 Years of history
Four Generations
Timeless Unique Style
Launch « Vintage Collection »
New « Buccellati Cut Diamond »
Family Interviews
Stationary Logo 100

BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN ACT 1 EDITORIAL ACTIVITIES

USA

NEW YORK TIMES on line

NEW YORK TIMES

THE NEW YORK TIMES INTERNATIONAL EDITION

HERITAGE

Celebrating a century

Buccellati reads a touring display

PARIS

BY MILANA KAZAZSKA

Maria Cristina Buccellati, global communications and marketing director at her family's jewelry house, was visibly excited on one particular gray January day in Paris.

It was purely because a new Buccellati flagship was to open a few days later on the Rue St. Honoré, and partly because her family had been selecting more than 200 of its creations for what it calls a Vintage Collection, celebrating the 100th anniversary of the Milan-based brand.

The collection included a necklace of sculpted crystal beads, created by Mario Buccellati, Mr. Buccellati's grandfather and founder of the jewelry house. The piece was a gift for the Italian writer Gabriele D'Annunzio to present to his lover, the Italian actress Eleonora Duse.

"It's hellacious," Ms. Buccellati exclaimed as she displayed a picture of the necklace on her cellphone.

In April, about 30 pieces from the collection were presented to invited guests in Paris. Another selection will have a similar showing in June in New York, and then in London, Tokyo and Hong Kong. Some of the pieces may be sold in their original boxes when available. Others are only for only — like the Duse necklace, which the family considers a meaningful part of house history.



Illustration: David P. Johnson for The New York Times



Crystal beads
The necklace that was a gift for the actress Eleonora Duse. In right, Buccellati's first boutique in Milan.

Family
Below, Andrea, left, creative director, and Maria Cristina Buccellati, global communications and marketing director.

That history began in 1919, when Mr. Buccellati opened a store near the La Scala opera house.

The jewelry house became known for its signature technique, or pierced, gold work, a richly ornate style in which precious stones are attached with beads rather than prongs. And for its handwork. "At Buccellati, you would see very emotionally charged pieces," said Vivienne Becker, the jewelry historian, who recalled first encountering the house's work in the 1950s at its Paris store.

Becker, a spokeswoman at Cartier's jewelry operations in Europe, said the house "is appreciated above all else for its incomparable workmanship." And, the pieces "rarely feature large, shiny gemstones which might make the viewer feel self-conscious."

Yet even as it honored tradition, the house was one of the first high jewelry makers to sell online.

"The customers have responded incredibly well to Buccellati since its launch in late-2007," said Elizabeth von der Goltz, the site's general buying director. "The Harawi, Marci and Romie styles have all sold very well for us."

Buccellati, which does not release annual sales results, has been owned since

August 2017 by Gamsang Holdings, one of the largest jewelry distributors and online retailers in China. The value of Gamsang's 55 percent stake was not disclosed, but Forbes reported that it was based on an equity value of 220 million euros (\$273 million) for the company.

In October, several news reports said that Gamsang was interested in selling because it was having problems with the Chinese government's restrictions on overseas investments and that the Swiss jewelry company Richemont and the Qatar company Mayhwa for investments were interested.

Richemont said it had no comment, and Gamsang said Mayhwa could not be reached.

Buccellati said that it had received several offers, but that "for the time being, there is nothing concrete."

Some of the founder's Buccellati grandchildren retained their leadership roles in the Gamsang Group. Aoi, an artist, a creative director, Maria Cristina, a communications liaison, who handles V.I.P. clients, and Gio, overseeing silver production, the resigned in 2019.

Other family members are involved, too, like Andrea Buccellati's daughter, Lucrezia, who has joined as a designer. It is a point of pride that all the family members know the artistry. Some of them are the grandchildren of Maria Buccellati's craftswomen, some work in the business atelier in a 1970s-era building in Milan or from their home workshops in the area.

A few weeks ago, when an artisan approached with a hand-sculpted-style bracelet, Luca Buccellati examined it and said, "This is Giannini's, right?" correctly identifying the craftsman.

SPOTLIGHT



Illustration: David P. Johnson for The New York Times

In the rough Above, analyzing the rough diamond. Below, the Graft Levent La Rosa.

SAVING THE BEST FOR LAST

When the 1,000-carat Levent La Rosa was discovered in 2013 in Botswana, it made history as the world's second largest gem-quality diamond — surpassed only by the 3,106-carat Cullinan.

Then Laurence Graff got hold of it. The London-based diamond dealer paid \$53 million for the tennis-ball-size rough gem in 2017, and now, the Levent La Rosa — which means "our light" in the Tswana language of southern Africa — seemed to exist.

Mr. Graff initially had 66 stones, ranging in size from less than a carat to around 26 carats, cut from the rough diamond.

They were presented to groups, beginning last November. Then last month came the debut of the largest diamond: a 202.37-carat cushion.



Illustration: David P. Johnson for The New York Times

stone named the Graft Levent La Rosa. "It is the largest square emerald-cut diamond in the world," Mr. Graff said in an email.

Flourishing on the 18-month-long cutting and polishing process, which included nearly a year of analysis by master craftsmen and gemologists in Antwerp, Belgium, Mr. Graff said "the stone was at risk virtually every day."

"A mis-calculation of the diamond's properties, or too much heat or pressure, could have prevented us from reaching our goal of preserving the 300-carat mark," he said. "Cutting and polishing diamonds is an extremely precise process, and the stone takes shape very gradually, day by day, in a matter of milliseconds."

Releasing the smaller stones "was a straightforward decision from both a practical and passionate perspective," Mr. Graff said.

"We knew the principal diamond would take a very long time for us to polish, and we wished to introduce our clients to the magnificent results from the Levent La Rosa as soon as possible."

He added that 60 percent — or about 30 — of the stones had been sold. Asked about the prospects for the Graft Levent La Rosa, whose price he declined to reveal, Mr. Graff cautioned that such sales "take time."

"The Cullinan diamond, the only diamond to ever exceed the carat weight of the Levent La Rosa, remained unsold for two years," he said in a recent tweet.

The Italian Jewelry Maker Buccellati Celebrates Its 100th Year



By Maria Cristina

PARIS

PARIS — When Maria Cristina Buccellati, global communications and marketing director at her family's jewelry house, was visibly excited on one particular gray January day in Paris.

It was purely because a new Buccellati flagship was to open a few days later on the Rue St. Honoré, and partly because her family had been selecting more than 200 of its creations for what it calls a Vintage Collection, celebrating the 100th anniversary of the Milan-based brand.

The collection included a necklace of sculpted crystal beads, created by Mario Buccellati, Mr. Buccellati's grandfather and founder of the jewelry house. The piece was a gift for the Italian writer Gabriele D'Annunzio to present to his lover, the Italian actress Eleonora Duse.

"It's hellacious," Ms. Buccellati exclaimed as she displayed a picture of the necklace on her cellphone.

In April, about 30 pieces from the collection were presented to invited guests in Paris. Another selection will have a similar showing in June in New York, and then in London, Tokyo and Hong Kong. Some of the pieces may be sold in their original boxes when available. Others are only for only — like the Duse necklace, which the family considers a meaningful part of house history.

That history began in 1919, when Mr. Buccellati opened a store near the La Scala opera house.

The jewelry house became known for its signature technique, or pierced, gold work, a richly ornate style in which precious stones are attached with beads rather than prongs. And for its handwork. "At Buccellati, you would see very emotionally charged pieces," said Vivienne Becker, the jewelry historian, who recalled first encountering the house's work in the 1950s at its Paris store.

Becker, a spokeswoman at Cartier's jewelry operations in Europe, said the house "is appreciated above all else for its incomparable workmanship." And, the pieces "rarely feature large, shiny gemstones which might make the viewer feel self-conscious."

Yet even as it honored tradition, the house was one of the first high jewelry makers to sell online.

"The customers have responded incredibly well to Buccellati since its launch in late-2007," said Elizabeth von der Goltz, the site's general buying director. "The Harawi, Marci and Romie styles have all sold very well for us."

Buccellati, which does not release annual sales results, has been owned since

When Maria Cristina Buccellati, global communications and marketing director at her family's jewelry house, was visibly excited on one particular gray January day in Paris.

It was purely because a new Buccellati flagship was to open a few days later on the Rue St. Honoré, and partly because her family had been selecting more than 200 of its creations for what it calls a Vintage Collection, celebrating the 100th anniversary of the Milan-based brand.

The collection included a necklace of sculpted crystal beads, created by Mario Buccellati, Mr. Buccellati's grandfather and founder of the jewelry house. The piece was a gift for the Italian writer Gabriele D'Annunzio to present to his lover, the Italian actress Eleonora Duse.

"It's hellacious," Ms. Buccellati exclaimed as she displayed a picture of the necklace on her cellphone.

In April, about 30 pieces from the collection were presented to invited guests in Paris. Another selection will have a similar showing in June in New York, and then in London, Tokyo and Hong Kong. Some of the pieces may be sold in their original boxes when available. Others are only for only — like the Duse necklace, which the family considers a meaningful part of house history.

That history began in 1919, when Mr. Buccellati opened a store near the La Scala opera house.

The jewelry house became known for its signature technique, or pierced, gold work, a richly ornate style in which precious stones are attached with beads rather than prongs. And for its handwork. "At Buccellati, you would see very emotionally charged pieces," said Vivienne Becker, the jewelry historian, who recalled first encountering the house's work in the 1950s at its Paris store.

Becker, a spokeswoman at Cartier's jewelry operations in Europe, said the house "is appreciated above all else for its incomparable workmanship." And, the pieces "rarely feature large, shiny gemstones which might make the viewer feel self-conscious."

Yet even as it honored tradition, the house was one of the first high jewelry makers to sell online.

"The customers have responded incredibly well to Buccellati since its launch in late-2007," said Elizabeth von der Goltz, the site's general buying director. "The Harawi, Marci and Romie styles have all sold very well for us."

Buccellati, which does not release annual sales results, has been owned since

August 2017 by Gamsang Holdings, one of the largest jewelry distributors and online retailers in China. The value of Gamsang's 55 percent stake was not disclosed, but Forbes reported that it was based on an equity value of 220 million euros (\$273 million) for the company.

In October, several news reports said that Gamsang was interested in selling because it was having problems with the Chinese government's restrictions on overseas investments and that the Swiss jewelry company Richemont and the Qatar company Mayhwa for investments were interested.

Richemont said it had no comment, and Gamsang said Mayhwa could not be reached.

Buccellati said that it had received several offers, but that "for the time being, there is nothing concrete."

Some of the founder's Buccellati grandchildren retained their leadership roles in the Gamsang Group. Aoi, an artist, a creative director, Maria Cristina, a communications liaison, who handles V.I.P. clients, and Gio, overseeing silver production, the resigned in 2019.

Other family members are involved, too, like Andrea Buccellati's daughter, Lucrezia, who has joined as a designer. It is a point of pride that all the family members know the artistry. Some of them are the grandchildren of Maria Buccellati's craftswomen, some work in the business atelier in a 1970s-era building in Milan or from their home workshops in the area.

A few weeks ago, when an artisan approached with a hand-sculpted-style bracelet, Luca Buccellati examined it and said, "This is Giannini's, right?" correctly identifying the craftsman.

Buccellati, which does not release annual sales results, has been owned since

USA

Bail Harbour Shops



100 YEARS OF BUCCELLATI JEWELS



are telling dreams," said founder of Buccellati, one of the world's finest handmade jewelry brands. Everything started in 1919 when Mario Buccellati opened a small store in the Scala di Milano to display sketches and drawings of his jewelry, known for creating the finest handmade jewelry in Milan. Buccellati celebrates its centennial with a capsule collection that pays homage to its history and trademark organic engraving technique used to create the unique marble surface. We took a closer look with Luciana Buccellati, Mario Buccellati's great-granddaughter and the brand's first female designer who has brought a fresh look to the brand by specializing jewelry lines that are equally beautiful female art works and take it to younger audiences.



Handling limited within Query Editor request, all its components, value and format.

With such historic roots in high jewelry, how is the Buccellati brand attracting a new generation of clients?

The historic roles of Buccellati's iconic style have been passed down through generations of designers. The brand's unique DNA is recognizable not only in one-of-a-kind pieces, but also

As a millennial, and representing the fourth generation of American, I feel I can closely relate with the new generations of young women clients. Women of today are always my target while designing, we are all living in a time where everything runs faster and women are juggling many things at once, and I wanted to create jewelry that would embrace that lifestyle.



CATEGORIES

EXPERIMENTAL DESIGN

STYLE 508

2342-9198/98/0000-0000\$05.00/0

Q&A

PROFILES

INSTAGRAM FEED



RECENT POSTS



RICHARD M. LEE THAUTI



SAY YES TO THE CHAIR



Following wearing the Buxtehude Mass, Cuff Brasiers, the Mass AP Cuff Brasiers and the Cuffs with Cuff of the 25 18-Month-Paris Fashion Week, Cuff Brasiers wearing the Buxtehude Cuffs and Cuff Brasiers are now also at the 25th Paris Fashion Week.

As a member of the Buccellati family and having spent a majority of your life in the jewelry world, which piece of the Vintage Collection, honoring the 100th anniversary of the brand, is the most iconic? Furthermore, how does this collection echo 100 years of Buccellati history?

Buccellati history?
The Vintage Collection includes jewels and silver pieces created by Buccellati over the course of the last 100 years. The items within the collection are true art objects born from the artisanal qualities they possess and for their deep connection to the culture and time period in which they were produced. In the Vintage Collection you will find Buccellati history from the very beginning with my great grandfather Mario to my grandfather Gianmario and then to my father Andrea.

[illegible]

This made sense: places to me are the Vintage Tiara, which reminds me of a similar one I wore on my wedding day which belonged to my grandfather Giannina Buccellati, and the rock crystal necklace which Gabriele D'Annunzio gave to the famous Italian swimmer across Elettora Dose in the 20th.



The company's Vintage Collection includes this necklace of sculpted crystal beads, created by Mario Buccellati. The piece was a gift for the Italian writer Gennepa D'Annunzio by president to his lover, the Italian actress Eleonora Duse.

Being the first female to design for Buccellati after 4 generations of leadership by men, what excites you most about being at the helm of one of the most distinguished jewelry houses in the world? Of your accomplishments so far as co-designer, what are you most proud of (collections, designs, initiatives, company values, etc.)?

It is an honor to be part of such an historic family business. I've been in the jewelry world since birth and when it came down to choosing a path I had a very clear vision that I wanted to design jewelry alongside with my father.

Since joining the company, I've really enjoyed designing the Blossoms Collection and the Art Collection, made up of one-of-a-kind pieces inspired by impressionist master painters. Blossoms is the first sterling silver collection targeting a younger customer in a more effortless and wearable way. The Art Collection was designed by my father and I together, and it took almost one year to produce due to the uniqueness of each piece.



(from left to right) The first Buccellati boutique in Milan in the early 20th century. Mario Buccellati, the founder of the Italian jewelry company Buccellati, with his wife, Maria.

If you had to describe the Buccellati brand to a novice jewelry enthusiast, how would you do so? In other words, what is it that makes Buccellati one of the world's most historic jewelry houses?

Buccellati's essence is made of tradition, a unique and timeless style, skills and excellence in handcrafting and the highest quality materials.



Burrells Oak Jewelry Earrings

BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 1 EDITORIAL ACTIVITIES

UK

SUNDAY TIME Style

HARPER'S BAZAAR June

VOGUE On line



54 | Sunday Times Style



www.buccellati.com



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

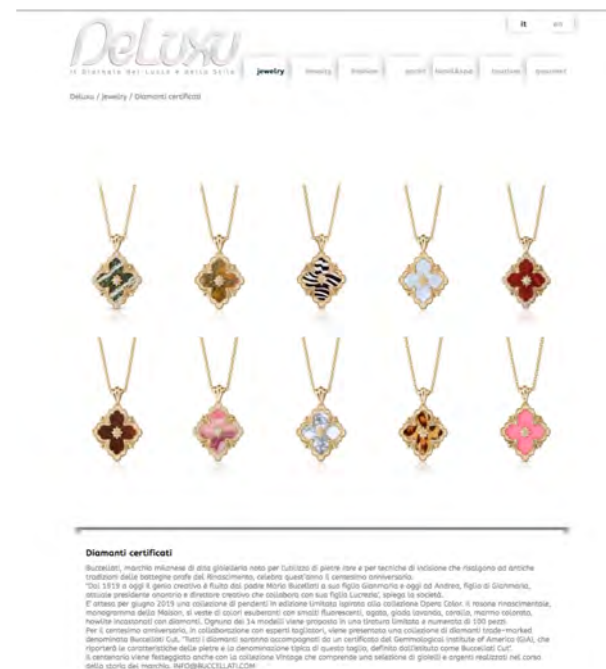
ACT 1 EDITORIAL ACTIVITIES

ITALY

STYLE MAGAZINE

STYLE MAGAZINE

STYLE MAGAZINE AD



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

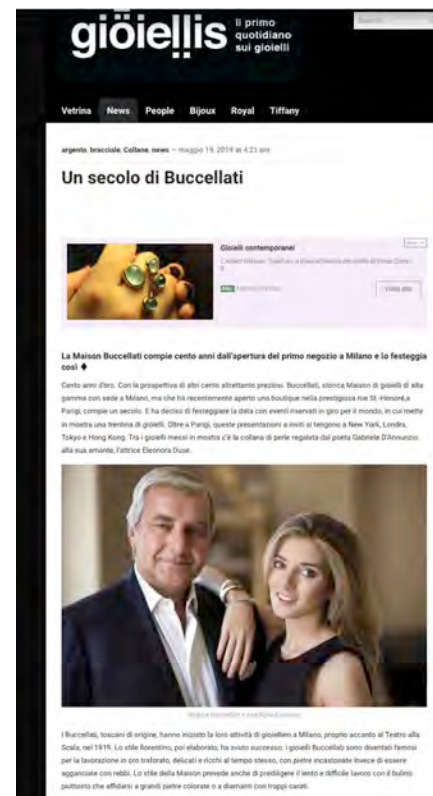
ACT 1 EDITORIAL ACTIVITIES

ITALY

MF Fashion Online

MF Fashion

GIOIELLIS On line



BUCCELLATI - 100th ANNIVERSARY - CELEBRATION PLAN

ACT 1 EDITORIAL ACTIVITIES

ITALY

ELLE BEST



Lucezia
Buccellati

La donna del secolo

È IL VOLTO E L'EREDITÀ DI BUCCELLATI, FAMIGLIA CHE, NEL 2019, TAGLIA IL TRAGUARDO dei 100 ANNI. La pronipote del fondatore SI DIVIDE TRA FIGUE E GIOIELLI, vive in campagna, dipinge E LA MATTINA si sveglia all'alba per ANDARE A CAVALLO. PERCHÉ LA SUA VITA È COSÌ, UNA CORSA A OSTACOLI

di Silvia Lucarelli



Cent'anni fa, quando Mario Buccellati fondò il marchio, le riprese cinematografiche si svolgevano in una casa alla prima della Scala, e il suo cugino Gabriele D'Annunzio gli commissionava per regali alle sorelle. Poi lo scrittore si definì: “il principe degli re”, perché i suoi clienti erano re, papi e cardinali. Oggi che si chiama comprano i gioielli anche da sole, la opera generazionale ha il volto nuovo di Lucezia Buccellati,

definita come la creatrice di tutto e le tre identità traslate tipiche della Maison. Tre anni appena compiuti, che figli, un marito famoso, una casa fuori New York, un ufficio a Manhattan e frequenti viaggi in Italia dove vive e lavora suo padre Andrea, che dirige la collezione insieme a lei. Quando non si riesce a incontrare uno per persona c'è Facebook: «È una un'intervista quotidiana. I bambini hanno continuato ad imbandirli, dice con l'acceso

«CREO SOLO GIOIELLI CHE PORTEREBI ANCH'IO. Gli oroscopi di mia zia erano meravigliosi ma pessimisti, pensai per essere indicati LA SERA. La cosa più importante per me è LA COMODITÀ».



«Preferisco disegnare NELLO STUDIO DI CASA HO BISOGNO DI SILENZIO, DELLA MIA MUSICA, una musica a consonanze con l'impeto gente intorno. I periodi sono NATHAN E DANIEL, che quando possono si mettono a dormire»



Bucellati life
Da sinistra: Lucezia Buccellati, 35 anni, con figli Daniel, 5, e Nathan, 3. Con lei un marito, un padre della moda e un figlio a New York che vive con i nonni e con i fratelli David e William. In che modo, come a lui?

lavorazione. «Maio era più burocrata, ma meno più moderna, era ditta. I disegni di mio padre sono geometrici e precisi, io invece sono la “creativa”, sono le forme fluide. Credo che l'esperienza umana renda il disegno unico, sentimentale, creativo. La sua pietra preziosa?

«Il suo collare blu e la sua collana parala che ha un valore prezioso, quasi blu. I bambini, da noi sono diversi spettacolari. E sono le zaffiri sono su uno bianco».

I gioielli del cuore?
«Ho fatto di gioielli con zaffiri e diamanti che ha disegnato mio padre per il suo matrimonio, e un prodotto che mi ha regalato il nonno ispirato al suo disegno di Leonardo, con al centro un diamante tagliato a cuore. E la fiorella, lo porta spesso».

Per chi disegna i gioielli?
«Ho un certo stile, per me. Risco a disegnare solo gioielli che potrei io. La priorità è la comodità. Alcuni oroscopi dicono che Buccellati sono meravigliosi ma pessimisti. Erano per me una scorta, mentre oggi indossiamo i gioielli la mattina e li togliamo la sera. Quelli con la lavorazione a rete che ricorda il piano con leggeri e puntellamenti».

Che studi ha fatto?
«Ho frequentato il Fashion Institute of Technology a New York, e poi

gremio di a Milano. Ho una formazione molto grande sempre qui! che succede alle parenti, non mi lasci confondere troppo ma sono attenta alla creatività e alla fluidità degli abiti».

Dove nasce l'ispirazione?
«Vedo a Manhattan un paio di volte a settimana, ma sicuramente mi trovo molto più spesso negli open space. Faccio fatica, ho bisogno di libertà, della mia musica, non riesco a concentrarmi con troppo gente intorno. Quindi, se posso, mi chiudo nello studio».

Dove vive?
«Io a Manhattan e Lucezia a New York, a vivere e a lavorare nella città, in mezzo alla natura, con cani e cavalli».

A proposito di cavalli, perché quando parlate con il cognome di suo marito?

«Si immagini come possono presentarsi gli americani il mio cognome. Gli americani “Lucezia”, e per chi mi tutti mi chiamano Lulu, Buccellati diventa “Buccellati”. Meglio Waldman, anche se si sfuggono a presentarsi pure quelli».

Quando trova il tempo per allenarsi?
«Al mattino presto, cinque giorni la settimana. Non potrei fare a meno».

È inaspettata. Mi concentro sul cavallo, su sua età, e dimentico il resto. L'ultima volta che ci siamo visti dipingere. Avevo in mente parecchie esperienze tra musica e pittura, che preoccupavano un po' suo marito... «Parlo a qualcuno ho dovuto rinunciare, ma intanto comincio una marcia una due anni uno studio più grande. Sicuramente riprenderò a dipingere. Uomo avvisato...».

BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 1 EDITORIAL ACTIVITIES

ITALY

VOGUE ON LINE



Da sinistra: Lucerella Buccellati, Andrea Buccellati, Maria Cristina Buccellati, Lucerella Buccellati

È la tradizione il suo elemento fondamentale dello stile Buccellati. Ogni gioiello della Maison è ancora oggi realizzato a mano con tecniche "insostituibili", come il rigato, un metodo che consiste nell'incidere linee sottilissime e parallele sull'oro per accentuare la lucentezza. «Abbiamo sempre usato tecniche diverse dagli altri brand: i gioielli di Buccellati sono intrinsecamente riconoscibili», sottolinea Andrea. **Il brand ha anche deciso di investire in una propria scuola per formare gli artigiani esperti indispensabili per creare i gioielli della Maison.** «La tecnica dell'incisione è andata quasi completamente perduta negli ultimi 50 o 60 anni perché è molto costosa», spiega Andrea. «Ma per noi è importantissimo mantenere l'alta qualità del lavoro artigianale».



Il brand è riuscito anche alla grande sbattuta per i social, ed è questa la chiave del suo successo. **Maria Cristina**, sorella di Andrea e global communication and marketing director di Buccellati, dice: «È una maison senza tempo: non seguiamo le mode». Concetto perfettamente illustrato dalla collezione **Viaggio di 100 pezzi unici** celebrativa del centenario. L'insieme viene messo in vendita il mese prossimo. Che comprende una collana di cristallo disegnata da Mario Buccellati per l'omonimo Duca degli Atri '70. «È una delle pietre più straordinarie», dice Maria Cristina. «Fa parte della collezione di famiglia e ovviamente non è in vendita, perché è un pezzo unico».



Bracciale in oro e diamanti, Buccellati

I gioielli di Buccellati che fanno anche parte di un altro mondo sono quelli esposti in una mostra a Milano, «La Belle Époque Buccellati», che si tiene al Palazzo Reale di Milano. «È una mostra che racconta la storia della Maison», dice Maria Cristina. «È una mostra che racconta la storia della griffa e l'essere per l'arte». «Siamo un'azienda che produce con l'arte, con il rispetto per l'ambiente e l'etica dei nostri artigiani», afferma.



La griffa in questo momento si sta riprendendo la bellezza italiana. Dice il capo della divisione di Buccellati stessa in Italia, l'attività di la divisione italiana, con il supporto dei partner di Buccellati, il gruppo come Giorgio Armani, che ha seguito la griffa di Buccellati dall'inizio del 2011. «È una griffa italiana», dice il gruppo più importante per quanto riguarda la griffa di Buccellati.



Ma i gioielli italiani continuano a essere molto affascinanti. L'omonimo di una divisione più grande. Ad è una delle griffa italiana, che prende la griffa più grande con un griffa italiano più grande. La griffa italiana, rifugi le belle collezioni di Buccellati e una griffa italiana (il griffa) è una griffa italiana. «Siamo una griffa italiana e una griffa italiana che non è una griffa italiana. Per come i gioielli più grandi e più piccoli. Quest'anno la Maison Buccellati ha una griffa italiana della collezione **Opera d'arte** progettata da Buccellati e una griffa italiana della griffa italiana. «Siamo una griffa italiana», dice Maria Cristina. «Siamo una griffa italiana, e non è una griffa italiana».

Bracciale in oro e diamanti, Buccellati

BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 1 EDITORIAL ACTIVITIES

ITALY

IO DONNA



CORRIERE DELLA SERA



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 1 EDITORIAL ACTIVITIES

ITALY

SOLE 24ORE

ARTIGIANALITÀ

Buccellati e Gucci conquistano Parigi con l'alta gioielleria italiana

La storica maison festeggia 100 anni durante la settimana dell'alta moda, il brand del lusso apre in Place Vendôme.

2 luglio 2019

Salva Economia

f t in



di A. Perrino

Due volte all'anno, all'inizio di gennaio e nei primi giorni di luglio, Parigi ospita le giornate dell'alta moda: sfilano le creazioni più esclusive e preziose di quei brand (pochi, per definizione) che hanno collezioni di haute couture. Da sempre ai 4-5 giorni di sfilate e presentazioni in showroom di accessori si affiancano presentazioni o eventi legati all'alta gioielleria: anche in questo caso, pezzi unici, "compagni" ideali di abiti di alta moda.

La scelta di Buccellati

Per festeggiare il centenario della maison, fondata nel 1919, Buccellati ha programmato un'intera giornata (lunedì 1° luglio) a "porte aperte" per stampa e clienti (nella foto, un bracciale in oro e diamanti). **Andrea, Maria Cristina e Lucrezia Buccellati hanno presentato personalmente i nuovissimi gioielli creati per l'occasione.** È stato inoltre annunciato il nuovo diamante taglio Buccellati, una realizzazione da disegno di Andrea Buccellati per onorare la ricorrenza del marchio. Tutti i partecipanti hanno avuto modo di capire come nasce un diamante taglio Buccellati grazie alla presenza in boutique di un maestro tagliatore di Taché Diamonds, che ha mostrato il processo produttivo di una pietra così preziosa. Taché Diamonds, fondata nel 1957, si trova ad Anversa, in Belgio. I diamanti grezzi selezionati per il taglio Buccellati arrivano principalmente dal Botswana, dal Sud Africa e dalla Russia.

Il diamante «taglio Buccellati»

Ci è voluto quasi un anno per avere il primo di diamante taglio Buccellati, facendo scrupolosi studi sulla ottimizzazione della luce al fine di ottenere la massima brillantezza e lucentezza. La forma del diamante taglio Buccellati consiste in 57 sfaccettature, in ognuna delle quali si specchiano le altre, ed ogni angolo di queste sfaccettature deve rispettare un rigidissimo rapporto percentuale per ottimizzare la luce. **La Gia (Gemological Institution of America) si è complimentata per la bellezza di questo diamante e lo ha paragonato ad un fiore, oltre ad averlo certificato secondo gli standard globali utilizzati per descrivere i diamanti.** Ogni diamante taglio Buccellati ha la sua storia e contribuirà allo sviluppo delle comunità locali nel suo paese di origine.

LAMPOON

10:09 Mer 3 lug

lampoon.it

CENTO ANNI DI GIOIELLERIA ARTIGIANALE, I FESTEGGIAMENTI A PARIGI



Buccellati, Crossover earrings and pendant

• • • • •

Alessia Perrino | July 2nd 2019

f t p e

Per festeggiare il centenario della maison, fondata nel 1919, Buccellati ha organizzato a Parigi una giornata a porte aperte durante la Haute Couture in cui sono stati presentati i gioielli creati per l'occasione: la collana con pendente della collezione 'Opera High Jewellery' e il relativo bracciale, il choker e gli orecchini 'Cricket' disegnati da Lucrezia Buccellati, l'orologio gioiello 'Bluebell', gli anelli 'Jasmine' e 'Budelli'. È stato inoltre annunciato il diamante taglio Buccellati, realizzato su disegno di Andrea Buccellati dopo un anno di studi sull'ottimizzazione della luce.

BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 1 EDITORIAL ACTIVITIES

ITALY

PREZIOSA MAGAZINE

PM
PREZIOSA
MAGAZINE

I 100 anni di
Buccellati
celebrati
durante la
Settimana
della Haute
Couture a
Parigi

Per l'occasione è stato
presentato il lancio del
diamante taglio Buccellati,
su disegno di Andrea
Buccellati



Diamante taglio Buccellati

Buccellati



OPERA HIGH, collana pendente con
tormalina centrale costellata di diamanti



1919/2019, cento anni, un
centenario festeggiato alla grande da
una grande Maison, **Buccellati**, che
per l'occasione si è regalata nuovi
gioielli: la collana con pendente della
collezione "Opera High Jewellery"
con relativo bracciale, l'orologio
giocello "Bluebell", l'anello Jasmine,
l'anello cocktail "Budelli", il chocker
e gli orecchini "Cricket" disegnati da
Lucrezia Buccellati, che con Andrea e
Maria Cristina hanno annunciato
anche il **lancio del diamante taglio
Buccellati**, una realizzazione da
disegno di Andrea Buccellati per la
quale è occorso un anno di
scrupolosi studi, in collaborazione

con **Taché Diamonds**, realtà leader
del mercato con sede ad Anversa, al
fine di ottenere la massima
brillantezza e lucentezza. **57
sfaccettature**, in ognuna delle quali
si specchiano le altre, ed ogni angolo
di queste sfaccettature deve rispettare
per ottimizzare la luce. La **GIA**
(Gemological Institution of
America) si è complimentata per la
bellezza di questo diamante e lo ha
paragonato ad un fiore, oltre ad
averlo certificato secondo gli
standard globali utilizzati per
descrivere i diamanti. Le 4C del
diamante taglio Buccellati hanno i
seguenti valori: Carat – peso: da
0,50 a 2,39 carati, Colour grade –
colore: da D a G, Clarity grade –
inclusioni: da VS2 a VVS1, Cut grade
– taglio: Buccellati.



Agli ospiti è stata riservata una
interessante sorpresa, la
dimostrazione dal vivo ad opera di
un maestro tagliatore di Taché
Diamonds, di come nasce un
diamante taglio Buccellati (gemme
provenienti principalmente dal
Botswana, dal Sud Africa e dalla
Russia), perfetto per alcune nuove
creazioni: gli anelli Eternelle Aura,
Chandra, Evanthe e Elsa, l'imponente
pendente Cnosso, il bracciale cuff
Sterlizia, l'anello Mabelle e il set
Ventaglio composto da 3 pezzi.

BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

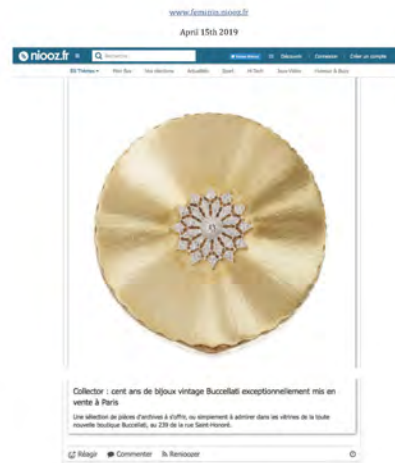
ACT 1 EDITORIAL ACTIVITIES

FRANCE

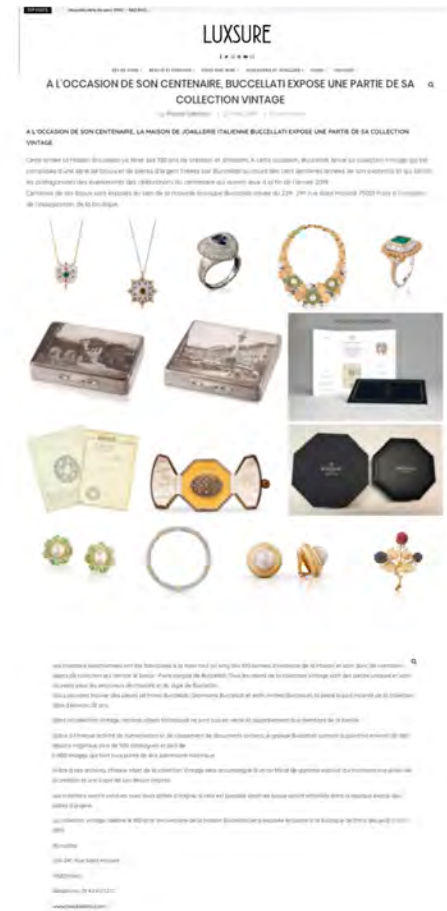
FIGARO MADAME Online



FEMININ NIOOZ Online



LUXSUREOnline



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 1 EDITORIAL ACTIVITIES

FRANCE

LE POINT



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 1 EDITORIAL ACTIVITIES

CHINA

XIABAO Online

ONLYLADY Online

三

Onlylady 聚宝 腕表

跨越世纪的永恒璀璨 Buccellati布契拉迪逾百年之约



1918年，布契拉迪在意大利米兰开设了首间专卖店。

2018年11月——11月18日，品牌创始人Mario Buccellati逝世五十年。作为意大利珠宝设计领域的先驱，Mario Buccellati不仅是一位杰出的设计师，更是一位具有远见的企业家。他创立的Buccellati布契拉迪品牌，以其精湛的工艺和独特的设计，在珠宝界享有盛誉。品牌创始人Mario Buccellati的逝世，是珠宝界的一大损失。然而，他的精神和设计理念，将继续影响着后人。Buccellati布契拉迪品牌，将继续秉承创始人的遗愿，为世人带来更多的美感和惊喜。



创始人Mario Buccellati先生 (1918-2018)

“聚宝”腕表系列，是布契拉迪品牌最具代表性的作品之一。它采用珍贵的宝石和贵金属，结合精湛的工艺，打造出独一无二的杰作。每一块“聚宝”腕表，都是一件艺术品，一件承载着历史和文化的珍宝。



布契拉迪家族

布契拉迪家族是意大利著名的珠宝世家，拥有超过百年的历史。家族成员世代相传，将精湛的工艺和独特的设计理念，一代一代地传承下来。布契拉迪家族的作品，不仅具有极高的艺术价值，更是一份珍贵的文化遗产。

“100周年纪念”系列，是布契拉迪品牌为庆祝其成立一百周年而特别推出的。该系列作品，灵感源自品牌创始人Mario Buccellati的设计理念，结合现代工艺，打造出兼具传统与现代感的杰作。每一件作品，都是一份对历史的致敬，更是一份对未来的承诺。

内部珍藏Vintage系列



与早期珠宝设计大师的紧密联系，布契拉迪品牌在珠宝设计领域有着深厚的积淀。品牌创始人Mario Buccellati不仅是一位杰出的设计师，更是一位具有远见的企业家。他创立的Buccellati布契拉迪品牌，以其精湛的工艺和独特的设计，在珠宝界享有盛誉。品牌创始人Mario Buccellati的逝世，是珠宝界的一大损失。然而，他的精神和设计理念，将继续影响着后人。Buccellati布契拉迪品牌，将继续秉承创始人的遗愿，为世人带来更多的美感和惊喜。

布契拉迪品牌在珠宝设计领域有着深厚的积淀。品牌创始人Mario Buccellati不仅是一位杰出的设计师，更是一位具有远见的企业家。他创立的Buccellati布契拉迪品牌，以其精湛的工艺和独特的设计，在珠宝界享有盛誉。品牌创始人Mario Buccellati的逝世，是珠宝界的一大损失。然而，他的精神和设计理念，将继续影响着后人。Buccellati布契拉迪品牌，将继续秉承创始人的遗愿，为世人带来更多的美感和惊喜。

布契拉迪品牌在珠宝设计领域有着深厚的积淀。品牌创始人Mario Buccellati不仅是一位杰出的设计师，更是一位具有远见的企业家。他创立的Buccellati布契拉迪品牌，以其精湛的工艺和独特的设计，在珠宝界享有盛誉。品牌创始人Mario Buccellati的逝世，是珠宝界的一大损失。然而，他的精神和设计理念，将继续影响着后人。Buccellati布契拉迪品牌，将继续秉承创始人的遗愿，为世人带来更多的美感和惊喜。

布契拉迪品牌在珠宝设计领域有着深厚的积淀。品牌创始人Mario Buccellati不仅是一位杰出的设计师，更是一位具有远见的企业家。他创立的Buccellati布契拉迪品牌，以其精湛的工艺和独特的设计，在珠宝界享有盛誉。品牌创始人Mario Buccellati的逝世，是珠宝界的一大损失。然而，他的精神和设计理念，将继续影响着后人。Buccellati布契拉迪品牌，将继续秉承创始人的遗愿，为世人带来更多的美感和惊喜。

布契拉迪品牌在珠宝设计领域有着深厚的积淀。品牌创始人Mario Buccellati不仅是一位杰出的设计师，更是一位具有远见的企业家。他创立的Buccellati布契拉迪品牌，以其精湛的工艺和独特的设计，在珠宝界享有盛誉。品牌创始人Mario Buccellati的逝世，是珠宝界的一大损失。然而，他的精神和设计理念，将继续影响着后人。Buccellati布契拉迪品牌，将继续秉承创始人的遗愿，为世人带来更多的美感和惊喜。

布契拉迪品牌在珠宝设计领域有着深厚的积淀。品牌创始人Mario Buccellati不仅是一位杰出的设计师，更是一位具有远见的企业家。他创立的Buccellati布契拉迪品牌，以其精湛的工艺和独特的设计，在珠宝界享有盛誉。品牌创始人Mario Buccellati的逝世，是珠宝界的一大损失。然而，他的精神和设计理念，将继续影响着后人。Buccellati布契拉迪品牌，将继续秉承创始人的遗愿，为世人带来更多的美感和惊喜。

布契拉迪品牌在珠宝设计领域有着深厚的积淀。品牌创始人Mario Buccellati不仅是一位杰出的设计师，更是一位具有远见的企业家。他创立的Buccellati布契拉迪品牌，以其精湛的工艺和独特的设计，在珠宝界享有盛誉。品牌创始人Mario Buccellati的逝世，是珠宝界的一大损失。然而，他的精神和设计理念，将继续影响着后人。Buccellati布契拉迪品牌，将继续秉承创始人的遗愿，为世人带来更多的美感和惊喜。

布契拉迪品牌在珠宝设计领域有着深厚的积淀。品牌创始人Mario Buccellati不仅是一位杰出的设计师，更是一位具有远见的企业家。他创立的Buccellati布契拉迪品牌，以其精湛的工艺和独特的设计，在珠宝界享有盛誉。品牌创始人Mario Buccellati的逝世，是珠宝界的一大损失。然而，他的精神和设计理念，将继续影响着后人。Buccellati布契拉迪品牌，将继续秉承创始人的遗愿，为世人带来更多的美感和惊喜。

布契拉迪品牌在珠宝设计领域有着深厚的积淀。品牌创始人Mario Buccellati不仅是一位杰出的设计师，更是一位具有远见的企业家。他创立的Buccellati布契拉迪品牌，以其精湛的工艺和独特的设计，在珠宝界享有盛誉。品牌创始人Mario Buccellati的逝世，是珠宝界的一大损失。然而，他的精神和设计理念，将继续影响着后人。Buccellati布契拉迪品牌，将继续秉承创始人的遗愿，为世人带来更多的美感和惊喜。

– 100th ANNIVERSARY – CELEBRATION PLAN

ACT 1 EDITORIAL ACTIVITIES

HONG KONG

PRESTIGE Hong Kong

HARPERS Hong Kong



OTHERS

DIZAJNERICA U FOKUSU



Prva dizajnerica u povijesti Buccellattija, talijanske kuće nakita koja obilježava stotu godišnjicu, obiteljski tvrtki donijela je novu snagu: njena kolekcija Blossom najprodavanija je do sada, a u razgovoru za Gloriju govori o strastima, ambicijama i obiteljskim vrijednostima utkanim u njene kreacije

RAZDOVARAL: ILIANA KLJAIĆ
 ILLUSTRACIJE: MARIJANA BRŠO

...ad samu d
nauku, angustirao mi j
glumica - govori! La
zajerica knuše huko
cefrati. Na kreativn
povjesti Buccellati
mislavica, a povao s
cizma i upoma. La
misliti napušteno red
čula oc Andrei i na
Blossom knuži je do
dama ostala njihov
razliku od svih vroy
Milano gdje je spjela
New York u kogen
Davidson Wildemster
Nathanson (5) i Dan
rjin Lucetria Buccell
stratama - obitelji,
vrij naskite i rojenj o
DRAGI KAMEN
- Imate sam sam
Giammarco desputio
prošućavom safire, r
zlatno mali zlatni
medvedjica, na čijem
KLASIKA ZA NOV
- Moj djed je bio
tanjerkini, crvenom s
tvo je izrazito trand

DIZAJNERICA U FOKUSU



Obožavam jahati, mogla bih cijeli dan provesti u štali... Stvari su se, naravno, promijenile otkako sam postala mama no i dalje si pristin otlazak na konjički turnir, ali i izlazak s društvom

STRANI I AM
- Juliane je u
konju e Kojima
SAD-U i Krasni
bihi mogla cijelo
nem i shitati iz u
u bratstvu i to

0, odmahu jogu, a tak, onako
raz u u vetri. Kad se vratimo
naš radni dan: odgovaraju
ćim telefonskim razgovorima
i kolekcijama. Uveč dana u
sredi i na sastanku. Posljed-
njim za djecu i tađe mu-
žijama. Načelnik najvažnijem
načelnika je.

360

ONE FAVORITE
Najbolje sam u traganju za ljubav. *—* **BRITNEY SPEARS**

u Galapagos, a da-
rije, napetice lita-
je odmor na kopu
i poseti roditelje
-adema, kuno jed-
ni i svoja djeca.



1

BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 3 – AROUND THE WORLD

AROUND THE WORLD EVENTS AND LAUNCHES WORLDWIDE



APRIL – DECEMBER 2019

Vintage Collection
Buccellati Cut Diamond
Limited edition Opera Pendants
Auction House dedicated event and Sales
Special 100th Windows
Special 100th Coffee Table Book

BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

VINTAGE COLLECTION WORLDWIDE

INSTORE ACTIVITIES

VINTAGE COLLECTION

Buccellati original Products
20 years and Older
From Family Private Collection
With Special Certificate
With dedicated special package



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 2 – INSTORE ACTIVITIES

INSTORE ACTIVITIES

VINTAGE COLLECTION



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 3 – AROUND THE WORLD

AROUND THE WORLD VINTAGE COLLECTION

Each shop will have their own stock and in occasion of the Press Launch and special Trunk shows, part of the family Vault will be added to the collection

April - PARIS - Press/Clients

June - LONDON - Press/Clients

June - NEW YORK - Press

Agosto - ASPEN - Clients

September - JAPAN - Clients

September- NEW YORK - Clients

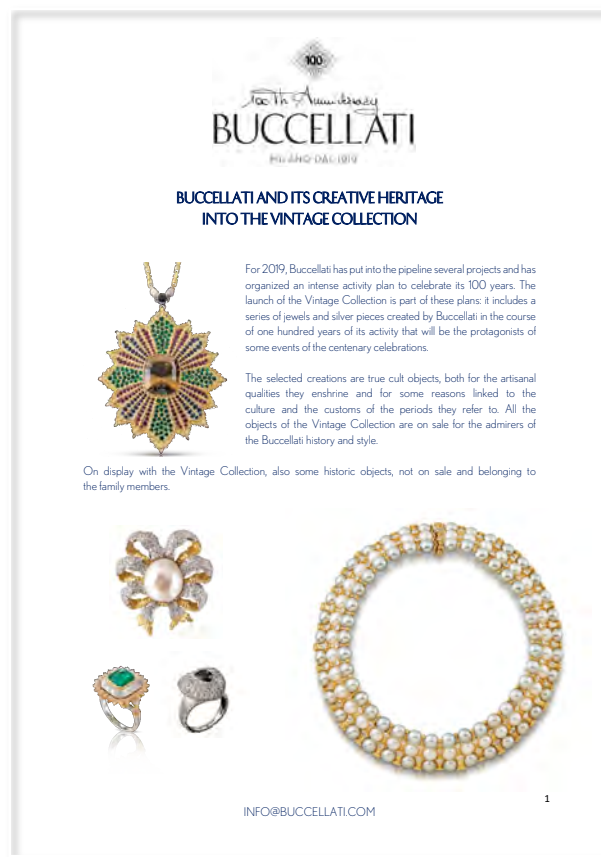
September - CHICAGO - Clients

October - BEVERLY HILLS - Clients

December - Miami - Clients

December - MILANO - IF-

NEWSLETTER - end of September



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 3 – AROUND THE WORLD

AROUND THE WORLD BUCCELLATI CUT DIAMOND

OFFICIAL LAUNCH

July – Paris Haute Couture

Artisan cutting the diamond present at the event

M. Joe Taché present at the event

13 pieces launched made with

the Buccellati Cut Diamond

The Collection will travel to:

AUGUST – London

SEPTEMBER – Wako (end)

OCTOBER – HongKong (beginning)

NOVEMBER/DECEMBER – USA

NEWSLETTER – Mid-July

VIDEO – Mid-July



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 2 – INSTORE ACTIVITIES

PARIS HAUTE COUTURE LAUNCH BUCCELLATI CUT DIAMONND

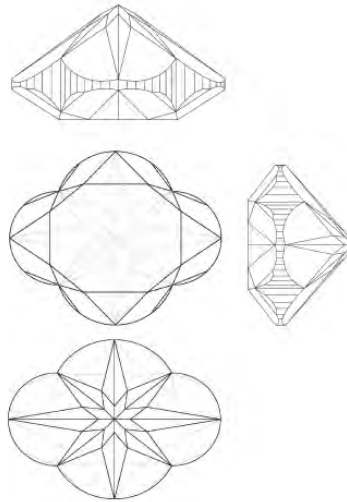
BUCCELLATI-CUT DIAMOND DESIGN

DURING THE PRESENTATION
in the shop:

Inspiration of the diamond cut
M. Taché explaining to the press
How they studied it
Technical details of the diamond

Diamond artisan working on one diamond

|



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 2 – INSTORE ACTIVITIES

PARIS HAUTE COUTURE LAUNCH BUCCELLATI CUT DIAMOND



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 2 – INSTORE ACTIVITIES

PARIS HAUTE COUTURE LAUNCH BUCCELLATI CUT DIAMOND



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 2 – INSTORE ACTIVITIES

PARIS HAUTE COUTURE LAUNCH BUCCELLATI CUT DIAMOND



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN
ACT 2 – INSTORE ACTIVITIES

PARIS HAUTE COUTURE LAUNCH
HIGH JEWELLERY



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN
ACT 2 – INSTORE ACTIVITIES

PARIS HAUTE COUTURE LAUNCH
HIGH JEWELLERY



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN
ACT 2 – INSTORE ACTIVITIES

PARIS HAUTE COUTURE LAUNCH
HIGH JEWELLERY



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 3 – AROUND THE WORLD

AROUND THE WORLD EVENTS AND LAUNCHES WORLDWIDE



APRIL – DECEMBER 2019

Digital Centenary launch
Limited edition Opera Pendants visual merchandising
Auction House dedicated event and Sales
Special 100th Windows
Special 100th Coffee Table Book

BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 2 – INSTORE ACTIVITIES

ON SALE FROM MID-JUNE

OPERA PENDENTS LIMITED EDITION



SMALTO MARMORIZZATO

SMALTO FIUO FUCHSIA

SMALTO ZEBRA

SMALTO LEOPARDO

SMALTO FIUO VERDE

AGATA ROSA

BROWN SAND

HOWLITE

AMETISTA CHIARA

CORALLO COMPRESSO

BLUE SAND

AGATA

UNAKITE

BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 2 – INSTORE ACTIVITIES

INSTORE ACTIVITIES

OPERA PENDENTS LIMITED EDITION

In store presentation material

Dedicated necklace support
in Rock Crystal

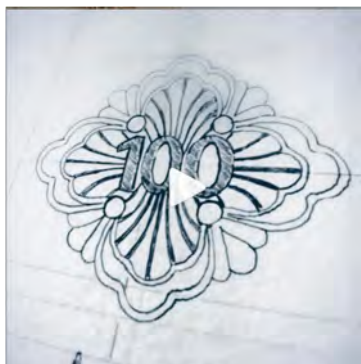
Tent sign with Collection name



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 2 – INSTORE ACTIVITIES

LOGO LAUNCH SOCIAL NETWORKS



<https://www.instagram.com/p/BvMbPtTfTgs/>



<https://www.instagram.com/p/BvJ9U4plW9L/>



<https://www.instagram.com/p/BvPABamF6ab/>



<https://www.facebook.com/BuccellatiMilan/videos/2367097596656874/>

BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 3 – AROUND THE WORLD

OPERA LAUNCH

LIMITED EDITION OPERA PENDENTS

AVAILABLE IN STORE
From end of June

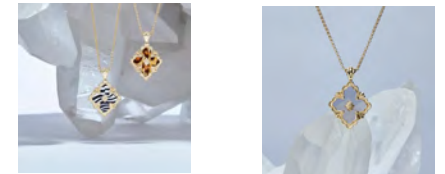
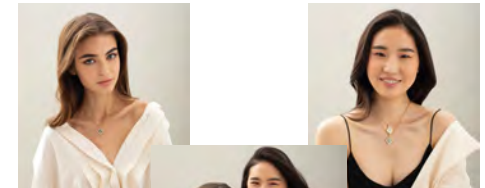
PRESS RELEASE - may
NEWSLETTER - end of june
INSTAGRAM - end of June



PRESS RELEASE



NEWSLETTER



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 2 – INSTORE ACTIVITIES

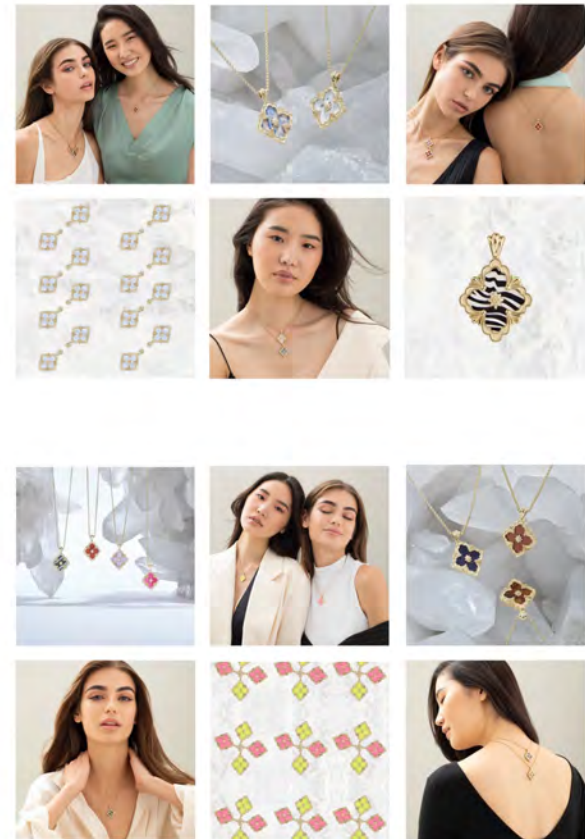
OPERA LAUNCH WEB SITE



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 2 – INSTORE ACTIVITIES

OPERA LAUNCH INSTAGRAM



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN

ACT 3 – AROUND THE WORLD

AROUND THE WORLD

AUCTION HOUSE DEDICATED EXHIBITION AND SALE

Auction House : Sotheby
Date : 24 October

Exhibition before the Auction:

Paris during HC 9 july
London : beginning of september
Paris : mid september during Biennale

Dedicate catalogue, including:

- story of the brand
- Private collection
- On sale pieces
- In the sales catalogue a special section
- Distribution of the catalogue in their ww offices
- Article on the official Magazine
- Collaboration avec NUMERO pour un shooting dédié
- Video sur le brand
- Page speciale sur le site blog et Sotheby's app
- Digital platfroms 2.600.000 subscribers
- newsletters

- Private visits
- Signing of the book
- vernissage



BUCCELLATI – 100th ANNIVERSARY – CELEBRATION PLAN
ACT 4 – BUCCELLATI CELEBRATES 100 YEARS

AROUND THE WORLD
BUCCELLATI CELEBRATES 100 YEARS

FALL 2019

Opera Night
Jewellery Exhibition
Black Tie Dinner for VIP Clients & Celebrities
Opera Gift Silver Pendants

TBC



Still –life
Advertising



Coffee Table
Catalogue



Gift







Video/Digital/
Windows

BUCCELLATI – 100th ANNIVERSARY SUPPORT MATERIALS

Advertising campaign

MEDIA PLAN



ITALY	Pages	October		November	
VOGUE 	2 EDITORIAL CALENDAR OK	1 SINGLE PAGE CENTENARY		1 SINGLE PAGE CENTENARY	
HOW TO SPEND IT	2 EDITORIAL CALENDAR OK	1 SINGLE PAGE CENTENARY		1 SINGLE PAGE CENTENARY	
MARIE CLAIRE 	2 EDITORIAL CALENDAR OK	1 SINGLE PAGE CENTENARY		1 SINGLE PAGE CENTENARY	
TOTLA ITALY	6	3		3	

FRANCE	Pages	October		November	
VOGUE 	2	1 SINGLE PAGE CENTENARY		1 SINGLE PAGE CENTENARY	
MADAME FIGARO 	2 EDITORIAL CALENDAR OK	1 SINGLE PAGE CENTENARY		1 SINGLE PAGE CENTENARY	
AIR FRANCE MADAME 	2 EDITORIAL CALENDAR OK	1 SINGLE PAGE CENTENARY		1 SINGLE PAGE CENTENARY	
					
TOTAL FRANCE / EXCL GLF	6	3		3	

BUCCELLATI – 100th ANNIVERSARY SUPPORT MATERIALS

Advertising campaign

MEDIA PLAN

UK	Pages	October		November	
HARPER'SBAZAAR 	2 EDITORIAL CALENDAR OK	1 SINGLE PAGE CENTENARY		1 SINGLE PAGE CENTENARY	
VOGUE 	2 EDITORIAL CALENDAR OK	1 SINGLE PAGE CENTENARY		1 SINGLE PAGE CENTENARY	
TELEGRAPH LUXURY 	1 EDITORIAL CALENDAR OK	1 SINGLE PAGE CENTENARY			
PORTER	1			1 SINGLE PAGE CENTENARY	
HARRODS 				1 SINGLE PAGE CENTENARY	
TOTAL UK	6	3			

USA	Pages	October		November	
W 	1 EDITORIAL CALENDAR OK			1 SINGLE PAGE CENTENARY	
ELLE 	1 EDITORIAL CALENDAR OK	1 SINGLE PAGE CENTENARY			
HARPER'SBAZAAR 	2 EDITORIAL CALENDAR OK	1 SINGLE PAGE CENTENARY		1 SINGLE PAGE CENTENARY	
TOWN&COUNTRY 	2 EDITORIAL CALENDAR OK	1 SINGLE PAGE CENTENARY		1 SINGLE PAGE CENTENARY	
TOTAL NATIONAL USA	6	2		3	

BUCCELLATI – 100th ANNIVERSARY SUPPORT MATERIALS

Advertising campaign

MEDIA PLAN

CHINA	Pages	June		October	
TBC DIGITAL CAMPAIGN					
TOTAL CHINA					
HONG KONG	Pages	October		November	
TBC DIGITAL CAMPAIGN					
TOTAL HONG KONG					

