



BUCCELLATI

MILANO DAL 1919

BEATRICE BORROMEO IS THE TESTIMONIAL OF BUCCELLATI

A new decade, a new brand ambassador.

The elegance and refinement of Beatrice Borromeo, writer, journalist and mother, unites with the exquisite craftsmanship and excellence of Buccellati, historical brand that bears its roots in antique Italian goldsmith artistry which recently celebrated its 100th Anniversary.

Daughter of Paola Marzotto and Count Carlo Ferdinando Borromeo, Beatrice is a true representation of the steadfast woman of today, with whom every jewel piece recalls exquisite family memories of the past which are now narrated with the spirit of the new zeitgeist.

After *Milan, Venice, Florence*, Buccellati chooses *Rome*, the eternal city.

Captured through the lens of British photographer and director Josh Olins, with the creative direction of Out There Agency, and styling by Anastasia Barbieri.

The campaign to be launched in April 2020, portrays through the imagery, the refined and free-spirited grace of Beatrice Borromeo, and encapsulates the intricate goldsmith craftsmanship of engraving and setting techniques which date back to Italian renaissance creativity passed from Father to Son for four generations.



A rich Italian story breathes a new energy into this new decade.

BUCCELLATI

Buccellati is one of the world's most renowned high jewelry houses, celebrated for its craftsmanship, design, and one-of-a-kind masterpieces. Today, Buccellati jewels, silvers and watches are admired worldwide for their distinctive design, superior craftsmanship and engraving techniques, which date back to the Italian Renaissance's goldsmith's and silversmith's traditions. Buccellati boutiques are located in the main cities of the world among which: Milan, Venice, Florence, Cala Di Volpe, Capri, Monaco, Paris, London, Moscow, Dubai, New York, Chicago, Aspen, Beverly Hills, Bal Harbour, Hong Kong, Beijing, Shanghai, Macau, Tokyo and Seoul. Today Buccellati it's owned 100% by Richemont SA. Andrea Buccellati is Honorary Chairman and Creative Director; other members of the Family are still involved in the business securing the tradition of the House.