



BUCCELLATI

MILANO DAL 1919

VALENTINE'S DAY BUCCELLATI HAWAII DIAMOND HEARTS

Valentine's day is just around the corner, and it is the feast of all those who love each other and want to stay together to celebrate their love. Valentine's day also means surprising the people we love with a small something or a big gift.



This year, for Valentine's Day, Buccellati has conceived the new Hawaii Diamond Hearts collection, where seduction meets the timeless elegance which is iconic for the Maison's creations.



The yellow gold small circles in twisted thread composing these creations are enchainned with lightness to one another, so to create a delicate cascade dotted with white gold hearts set with diamonds recalling the meaning of the feast.

The Hawaii Diamond Hearts collection includes a necklace, pendant earrings, and the flexible bracelet.

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The Buccellati Hawaii Diamond Hearts design dates to the 30's and is inspired by the Hawaiian garlands of flowers which are well known to have a strong seductive power. For Valentine's Day, the Hawaii Diamond Hearts collection can be a very much appreciated gift for the ones we love.



The collection will be featured in a launch campaign on digital platforms, whose protagonist is Charlie Weiss, a German model already in the spotlight for her beauty. The concept of the campaign is focused on red colour, which represents love and passion, and it includes pics and videos that give birth to a subtle and refined game of seduction, interpreted with a young and fresh attitude.

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