



BUCCELLATI

MILANO DAL 1919

BUCCELLATI ANNOUNCES THE OPENING OF THE SECOND BOUTIQUE IN MACAU AT MGM PENINSULA

May 10th 2023 - Buccellati is proud to announce the opening of its second boutique in Macau, located at Level 1 of MGM Peninsula and directly connected to the luxury retail shopping complex, One Central and to the MGM Casinò.



MGM Peninsula opened its doors in December 2007. Today it is a 35-story building, 600-room Casinò Resort, also featuring a number of restaurant outlets, bars and lounges. At MGM Peninsula, every detail is infused with a sense of creativity and style, while the glass exterior reflects the hues of the South China Sea and the swell of the ocean surf.

The new Buccellati boutique is divided into spaces where our collections are beautifully displayed and where our clients can live a true luxury shopping experience. Signature elements, like the traditional showcases, flank the airy and bright entrance, while the hall inside gravitates around the coral-shaped counter and lights up with precious sparkles coming from the interior vitrines. A VIP room has been curated to preserve the privacy of the most special clients.

The boutique has been designed in line with Buccellati architectural concept of all other boutiques around the world, with the typical historical windows on the façade.



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Alongside the newest jewellery collections, the vitrines will present the *iconic* Macri, Opera, Ramage, Rombi, Hawaii and Tulle collections, as well as the most popular Macri and Tulle watches collections, all inspired by the best Italian savoir-faire, and the unmistakable timeless and elegant look.

MGM MACAU
Shop 4, Level 1, Avenida Dr. Sun, Yat Sen,
NAPE, Macau
Tel. No. +853 283 668 86

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Buccellati is a renowned high-jewelry brand, admired for its craftsmanship and the uniqueness of its creations. Distinctive is the use of rare stones with extraordinary colors, mixed with white and yellow gold, all nicely carved like laces. Today, the Buccellati jewels stand out for their design and for the techniques used to create them, such as the hand-engraving technique, dating back to the ancient goldsmithing traditions of the Italian "bottega" during the Renaissance times. The shapes of the collections are all inspired the historical archive drawings and by the very first creations of the founder, Mario Buccellati. Today, the Maison is 100% owned by the Richemont Group. Andrea Buccellati is Honorary Chairman and Creative Director, with other members of the family in key management positions. Buccellati boutiques are present in the most important cities and in the most prestigious Malls of the world.

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BUCCELLATI ANNOUNCES THE OPENING OF A POP-UP STORE IN BEIJING, AT WF CENTRAL

May 10th, 2023 - We are extremely pleased to inform that Buccellati opened a new Pop-Up store at WF Central in Beijing. The Pop Up will stay until the end of October 2023. WF Central is a leading premium lifestyle retail center in Beijing, at the commercial heart of the capital.



Occupying a prime site of approximately 21,000 square meters, this mall is now bringing the community a total of 150,000 square meters of gross floor area, including a 73-room Mandarin Oriental hotel and 43,000 square meters of retail spaces. Bringing together an unparalleled range of luxury, fashion & lifestyle, wellness, world-class gastronomy and art & culture experiences. WF Central is set to offer an authentically new Beijing lifestyle experience.

The new Buccellati pop-up store is located at Level 1 of the West Lobby, welcoming the visitors with one front entrance decorated with Opera logos on two glass columns and two side openings characterized by the presence of the traditional, imposing showcase. From the inside, the back part presents a mirrored wall with modern display vitrines as a background of the coral-shaped counter, while from the outside it is covered with a backlit panel showing some items of the iconic Macri collection.



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The pop-up store has a sparkling look, very modern and attractive, though maintaining some of the traditional and institutional features that characterize the Buccellati boutiques in the world.



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WF CENTRAL

West Lobby, L1, WF Central,
No. 269 Wangfujing Street, Dongcheng district, Beijing 100006
Tel. No. : +86 186 2104 5372

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