



BUCELLATI

MILANO DAL 1919

BLOSSOMS COLLECTION



BUCCELLATI

A Century of Talent and Passion

Tradition, skills and excellence in handcrafting, creativity and the highest quality materials: these are the values that have always been central to Buccellati, a long-established family firm that creates Italian-designed jewellery and which has preserved its stylistic identity for a century by reviving centuries-old goldsmithing traditions in the top end of the jewellery market.

In 1919, Mario opened his first jewellery store in Milan, on Largo Santa Margherita, near the famous La Scala Theatre. He revived and emphasized the use of ancient tools and traditions to bring his creations into being. Though enthused by the style of ancient periods, he never sought to imitate the jewels of the Renaissance era, but rather to interpret them. Each of his creations held a rich textural quality and resembled sumptuous fabrics, delicate damasks and Venetian laces. Age-old engraving and chiselling techniques were incorporated into a mix of precious stones and metals for an unusual yet extraordinary combination.

In 1951, Mario decided to expand the house of Buccellati internationally and ventured into the American market: he opened his first store on 51st Street, in the heart of New York City, and a few years later, in 1954, he went on with a second branch on 5th Avenue and inaugurated a seasonal shop on the famous Worth Avenue in Palm Beach.

In 1966 his son Gianmaria (1929-2015) took over the management of the workshops and the creative side of the company: he conceived and designed every piece coming out of his ateliers. The long run had started:

after a long period of collaboration with his brother Luca, Gianmaria decided to part and at the same time he gave new impulse to the development of his company. A pioneer like his father in the US, Gianmaria was the first Italian jeweller to set up a shop in Hong Kong in 1970, followed by Tokyo, Osaka and Nagoya in the next few years. And the run never stops: Gianmaria decides to redevelop his business in Europe and in 1979 the brand becomes the first Italian one to launch a boutique in the world-famous place Vendôme, where it remained until January 2016, then moving to the legendary jewelers' street, rue de la Paix nr. 1.

Since then, the possibilities of expansion have considerably grown and developed, and in all these years Gianmaria has always been flanked by his son Andrea, who has inherited his father's artistic talents and who supervises all jewellery creation steps in the Milan ateliers and headquarters. Since 2013, Andrea is President of the Buccellati Group.

Just like in a fairy tale, where all the good things survive to evil and are passed down from father to son, Andrea is today supported by his daughter Lucrezia, a young woman and mother living in New York and supplying new inspirations and trends to the brand's creations.

Buccellati is the Italian "bottega" of Renaissance times brought into the 21st century: Mario first, then Gianmaria, and now his son Andrea with his daughter Lucrezia. A touch of tradition and culture into jewellery to create a true excellence, which is now recognized and admired worldwide.



BLOSSOMS

Born in 2009, the “Blossoms” collection has been the first line of silver jewels ever conceived by Buccellati. Today, with new designs and inspirations, Buccellati propose that the most successful objects of this collection interpret a young and contemporary taste, yet aiming for objects with a refined style and design.

It is precious silver, pleasantly and masterfully blended with the goldsmithing skills which made Buccellati a renowned brand. It is an intriguing and amazing creativity on the historical path of high jewelry that Buccellati has followed for almost one-hundred years. The silver flowers are hand-crafted with chiseled petals and gilded pistils, sometimes even enhanced with brown diamonds.

The Artisans skills and the creativity, which are hallmarks of every Buccellati jewel, are expressed with the same dexterity and dedication in these silver objects, so lively and full of light, with a modern and nonchalant burst.

The collection is composed of two lines, Gardenia and Daisy, both symbols of elegance and simplicity, which are the two qualities Buccellati appreciates and looks for. The range of proposed objects is composed of pendants and button earrings, cuff bracelets of various sizes, rings and sautoirs with flowers dotting a simple and precious chain.

Renovation and tradition are the elements that characterize the “Blossoms” collection and all its declinations: easy-to-wear jewels, preciously handcrafted, modern lines and treasured details, pure silver and engravings playing with the light. The skillful tradition of gold embracing silver.

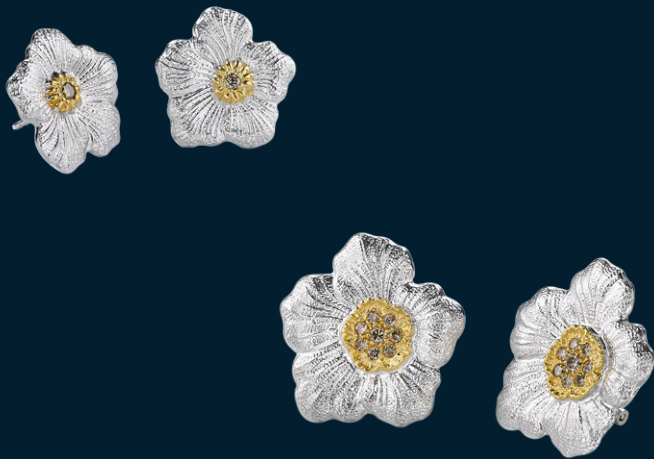
GARDENIA





SILVER, VERMEIL
& DIAMONDS









SILVER & VERMEIL













DAISY





SILVER, VERMEIL
& DIAMONDS









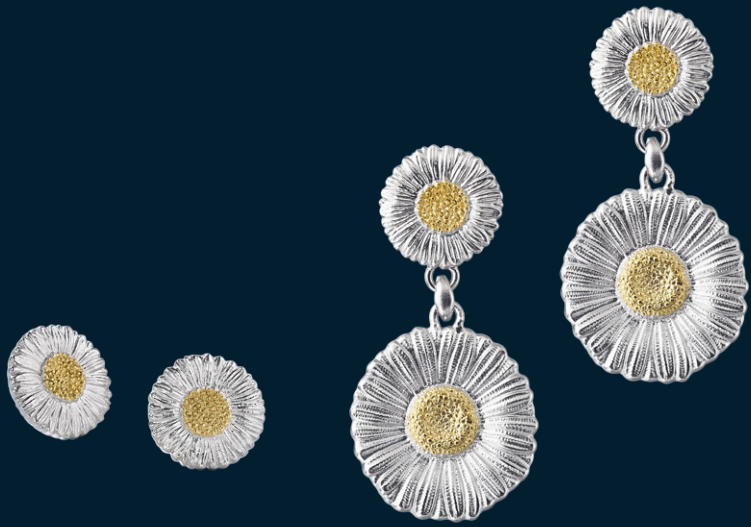
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SILVER & VERMEIL









MICRO









CAPRI BOUTIQUE

MILAN
VENICE
FLORENCE
CALA DI VOLPE
CAPRI
PARIS
LONDON
MONTE CARLO
MOSCOW
DUBAI
NEW YORK
CHICAGO
SAN FRANCISCO
BEVERLY HILLS
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