



Graziella has proven to be one of the leading companies in the Asian market

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AREZZO - Graziella assessed mixed results of the second edition of **Vicenza Oro Dubai**. The company, located in Arezzo, active in the *made in Italy* luxury sector, received good reviews regarding its new collections and obtained positive acknowledgments in its relations with the Asian market, but does not hide its disappointment in an event that failed to seize on its huge potential. In fact, the event was held in a particularly favorable period, the one that precedes summer and in a strategic position in the heart of Asia, therefore, for European companies it represented a unique opportunity to meet with major Arabic gold makers and manufacturers and create new business opportunities. **Vicenza Oro Dubai**, by contrast, failed to seize these opportunities and with only 10,000 visitors during the four day event indicated a very reduced edition that did not satisfy the needs of many Italian organizations at the expo. *"The intuition of organizing an event in Dubai is certainly a winning idea - explained Eleonora Gori, Graziella's retail manager, - because it enables companies to become familiar with a market with great potential and to introduce their collections in a strategic location between Europe and Asia, therefore for future editions we hope to see greater promotional activities and a greater presence of buyers».*

In this scenario, Graziella participated in the event with a stand showcasing all its products, highlighting elements of design, creativity, innovation and technology, combining the tradition of handcrafted gold with contemporary style, encountering the latest fashion trends and proposing lines suitable for the most diverse markets. The company's brand was much appreciated for their insight in combining traditional gold jewelry to other accessories aimed at defining total looks such as their new line of watches and, above all, their new line of bags that have received interest from Chinese, Iranian and other Middle Eastern buyers. This allowed them to establish new business agreements and reinforce their position on the Asian market. Today the company is considered one of the leaders in the sector and placed amongst the main exponents of Italian craftsmanship. *"The Asian market - further states Gori, - for many years now has attracted more investments and more attention from our company, therefore we can be optimistic about the results obtained in **Vicenza Oro Dubai**, which further confirms the validity of our choice."*

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