



Graziella, New Horizons from the Istanbul Jewellery Show

The Arezzo Company has Captured the Jewellery World's Spotlight
Through Special Guest and Patron, Öykü Serter

Istanbul's Megastore is a Testament to Graziella's New Strategies
and Soon, the Inauguration in Cairo

AREZZO - Graziella has captured the spotlight at the Istanbul Jewellery Show, a jewellery fair that was attended by thousands of professionals from Asia, Africa and Europe. The Arezzo Company, which operates in the luxury sector *made in Italy*, has opened a megastore in Turkey that will manage and expand business relationships in the eastern part of the globe. This fair provided the occasion to present the company's development projects and their collections. In addition to the intense work done for the fair's stand of one hundred and twenty square meters, where the latest products for women and men were exhibited, Graziella also organised an event within the Istanbul Jewellery Show that drew much of the local press and numerous professionals attending the fair.

The great enthusiasm and attendance were related to the presence of the actress and presenter, Öykü Serter, one of the most famous and popular celebrities in Turkey. Serter accepted the invitation of the Gori family to be a spokesperson for the company and to be the patron for this initiative. The meeting was further enhanced by a fashion show in which eight models wore various Graziella jewellery pieces, from the most traditional "classic" line to the more modern "chic" line. *"The presence of a personality such as Serter and the fashion show, – commented vice president Giacomo Gori – of Graziella has focused attention on the entire fair, setting up a real event with which we presented all our lines and the design of the megastore in Istanbul. This city is located in a strategic position between Europe, the Middle East, North Africa and the Mediterranean countries. Therefore, despite the tensions of recent months, we have gone forward with a brave and strong investment to enable direct contact with all these markets. The early signs are positive, as is the fair itself, which has allowed us to forge new business relationships and resulted in a great many sales."*

The megastore in Istanbul represents a major change of pace for Graziella's strategies, which have thus far mainly operated through franchising and corner franchising all over the world. Now it will move towards direct oversight of the most interesting territories. In this sense, within the month of November the opening in Cairo, Egypt is scheduled. It will open in another complex structure built on four levels that is configured as a selling point for the whole range of Graziella products (from jewellery to bags to clocks) and as a headquarters for immediate contact with the *buyers* in order to ensure proximity to local distributors and to get to know the needs of individual consumers.

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