



## The Istanbul expo strengthens Graziella in the Eastern markets

The company from Arezzo presented its jewellery in a stand at the Istanbul Jewelry Show

The expo was enriched by two side events that aimed at stabilizing the relationship between gold, fashion and art

**AREZZO** - The jewellery expo in Istanbul strengthened Graziella's presence on the Turkish market. The company from Arezzo, operating in the luxury sector, was present with a stand at the Istanbul Jewelry Show, hosted by the Expo Center. The company definitely attracted the attention of manufacturers, operators and buyers from around the world. Turkey represents a focal point for Graziella which chose this country as a base to expand their business horizons towards Eastern Europe, Asia and Africa. Hence the participation in this expo was a key moment in its international path of consolidation and development.

In a one hundred and twenty square metre stand all the latest collections designed by the company were on exhibit, favouring gold jewellery for women and specially designed lines for the Asian markets that were presented alongside other accessories like handbags and watches that have recently expanded the brand. The central idea of this huge expo area was the "butterfly", one of the recurring themes in Graziella's pieces for the colours, movements and meanings tied to the flight of an animal symbol of elegance and lightness. Two side events were organized inside the Istanbul Jewelry Show that attracted many customers and operators, with the performance of the well-known Turkish singer, Elif Kaya, and a runway show dedicated to the enhancement of some collections that have confirmed the close tie between the worlds of jewellery, fashion and art. *"In addition to strengthening the relations with Turkey and the Eastern world - commented vice-president Giacomo Gori, - during the Istanbul Jewelry Show we had positive contacts with buyers from every continent, from China to Columbia, who appreciated the creativity and innovation of our jewels. The expo confirmed the effectiveness of the choice of Istanbul as the location of a megastore from which to develop new business horizons, so the goal is to repeat this model of development in other areas of the world."*

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