



GRAZIELLA®

ITALIAN LUXURY SINCE 1958

Graziella turns to the East to participate in the Hong Kong Fair

**The company from Arezzo will be in the main pavilion of the world's largest jewellery event
Graziella's stand will present its collaboration with the leather goods brand Braccialini**

AREZZO - Graziella will bring its new collections as well as its joint projects with Braccialini to Hong Kong. The jewellery company from Arezzo has recently increased its commitment to the Asian markets and consequently, a major step in this process is its participation in the Hong Kong Jewellery & Gem Fair, where the company will have the opportunity to meet buyers and operators from all over the world. The fair, open until Tuesday 19 September, is the largest and most complete fair in the luxury sector with 3,690 exhibitors from fifty-six countries and over 56,000 expected visitors. Among those present, Graziella will also exhibit its products at the International Premier Pavilion at the heart of the event, bringing together the latest trends and the most avant-garde jewellery collections. The Arezzo company's latest jewellery collections combine traditional artisan methods with the constant search for creativity and original designs, thereby meeting the founding criteria of the pavilion. As always, the collections will be showcased alongside new watches and accessories for men and women.

The latest products combine a combination of Graziella jewellery and Braccialini leather goods, thanks to the collaboration between the two Tuscan brands. Alongside the jewellery, all the collections of the historic Florentine company will be exhibited; Braccialini became part of Graziella Holding last spring, thus giving way to a collaborative project combining jewellery with bags. The new "Bijoux" jewellery collection will be presented with its light, colourful, fresh and modern designs made to match the Braccialini collections. This project has already earned acclaim and consensus from a number of professionals (Graziella and Braccialini recently participated in the Moscow Fair), giving them the chance to establish themselves as a single entity in the fashion industry and strengthen business relations with professionals from various Middle Eastern and East European markets. The collaboration will also be reiterated from 17 to 20 September at Mipel in Milan, the most important bag and accessories fashion event in the world; it will be held at the same time as the Hong Kong Jewellery & Gem Fair. *"The Hong Kong Fair - comments Eleonora Gori, Graziella's Retail Manager, - is located in a strategic geographic location and represents an opportunity to unite the entire jewellery industry with professionals from every continent. Our main focus is the Chinese and Japanese markets thanks to their great potential, but the fair will also be an important occasion to showcase the collaboration between Graziella and Braccialini, jewellery and leather goods, on a worldwide levels."*

Arezzo, Friday 15 September 2017

Press release written by
UFFICI STAMPA EGV
of Marco Cavini
(+39) 333 4535056
ufficistampa.egv@gmail.com

Servizi di Comunicazione
**UFFICI
STAMPA
EGV**



GRAZIELLA®

ITALIAN LUXURY SINCE 1958

HONG KONG JEWELLERY AND GEM FAIR 2017

