



GRAZIELLA®

JEWELS SINCE 1958

www.gruppograziella.it

A SUCCESSFULL STORY

The "GRAZIELLA" brand name is owned by an Italian company founded in 1958. The company was set up by Graziella Buoncompagni, now the honorary president. At a very young age she started creating innovative and unique jewellery items in a very small workshop. Customers worldwide have appreciated GRAZIELLA jewellery, allowing the company to grow at a regular pace and to become one of the major Italian jewellery companies.

Presently the creative centre of the brand is Centro di Creatività GRAZIELLA (the company's creativity centre), whose mission is to constantly renew the offer to the customer, while maintaining a uniform style which reflects and perfectly combines Italian taste and accurate workmanship, making each jewel a small sculpture.

The Centro di Creatività GRAZIELLA has produced many new lines of luxury items that have been added to the original gold jewellery lines. Among these are:

The Linea Diamonds – which features gold jewellery with diamonds and precious stones

The Linea Accessories – hand bags and belts of fine leather with gold and silver fittings sometimes including precious stones.

The precious metal fittings reflect the same creative design as the jewellery lines to form a perfect ensemble between jewels and accessories.

GRAZIELLA aims at offering its customers jewels as sculptures and accessories as precious as jewels.



A WINNING COMBINATION OF CREATIVITY AND TECHNOLOGY

GRAZIELLA's promises to its lady customers are evident in the sculpted shapes of its jewels, the style is so unique that some identify it as "MODERN BAROQUE".

The themes are developed depending on the market of destination. The size and dimension of the jewels are significant and in line with the aesthetics preferred in Arabic countries, while elsewhere GRAZIELLA jewels can be smaller while using the same themes and at times they are enriched with precious stones. The common traits of the offer lie in a type of jewel which is easily identified by its style and accurate detail, as well as the lightness which reduces the amount of gold used.

This is possible with the use of technology such as electroforming that GRAZIELLA uses confidently and has perfected in time creating a winning combination of creativity and cutting edge technology, which is a strong deterrent for competitors.

ACCESSORIES AS JEWELS

Jewellery and accessories are essential to define a woman's elegance. GRAZIELLA's innovative and original pieces are designed to cater to this specific creative need. Using only the most precious materials like gold, silver and diamonds and the characteristic hand-worked enamels to accent genuine leather, these accessories are transformed into extraordinary jewels; unique to each woman, unique to GRAZIELLA.



SINFONIA COLLECTION

Ring, earrings and necklace in
enamel, gold and diamond pavé.



SINFONIA COLLECTION

LADY Python skin handbag,
adornments in enamel, gold and
diamond pavé. Bracelet in enamel,
gold and diamond pavé.


GRAZIELLA®
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GOLD or SILVER



MAGLIA MARINA COLLECTION

Ring, earrings and bracelet in gold
or silver and silk.


GRAZIELLA®
JEWELS SINCE 1958
GOLD or SILVER



MAGLIA MARINA COLLECTION

MEZZALUNA Royal python skin
handbag, adornments in gold or silver.
Necklace in gold or silver and silk.




GRAZIELLA®
JEWELS SINCE 1958
GOLD or SILVER



FORME COLLECTION

Earrings and pendant in
gold or silver and enamel.


GRAZIELLA®
JEWELS SINCE 1958
GOLD or SILVER



FORME COLLECTION

BAGUETTE ostrich skin handbag,
adornments in gold or silver and
enamel. Bracelet in gold or silver
and enamel.


GRAZIELLA®
JEWELS SINCE 1958
GOLD or SILVER



RETE COLLECTION

Ring and bracelet in gold
or silver, enamel and silk.


GRAZIELLA®
JEWELS SINCE 1958
GOLD or SILVER



RETE COLLECTION

VENTAGLIO patent leather
handbag, adornments in gold or
silver and enamel.


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ROSA COLLECTION

STICK Royal python skin handbag,
adornments in gold or silver and enamel.
Bracelet in gold or silver and enamel.




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ROSA COLLECTION

BIGBAG python skin
handbag, adornments in gold
or silver and enamel.





GRAZIELLA JEWEL GALLERY

GRAZIELLA inaugurated its first
“Graziella jewel gallery” store in
Florence.

The idea was to experiment a
first selling point concept to be
repeated in the near future, in
fashion capital cities world wide..



FONDAZIONE

Angelo Gori

O N L U S

The Foundation has been named after Angelo, third son of Graziella Buoncompagni the founder of Graziella Group, who died prematurely in a car accident in 2000. During his short life he showed great creativity and generosity. With his great qualities in mind the family have assigned the organisation the task to continue operating socially in his name.

The Foundation is supported by the Gori, Buoncompagni, Benevieri and Casagni families, in short: Graziella Group, and has chosen to concentrate all the humanitarian activities it carries out in Niger, in favour of the young people.



Graziella Group

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