

BAGS AND WATCHES: GRAZIELLA'S NEW COLLECTION ON DISPLAY AT VICENZAORO

NEW WATCHES AND BAGS WERE UNVEILED AT THE SHOW ALONGSIDE THE TRADITIONAL LINES OF GOLD JEWELLERY.

The company from Arezzo has applied its creativity to other accessories that define today's daily look

AREZZO – Graziella unveiled its new lines at VicenzaOro Winter. As is tradition, the prestigious Vicenza fair is the opportunity to present to the market and international buyers, new collections from the most important jewellery companies in the world. The event, scheduled for 18 to 23 January, represents for Graziella an excellent showcase to launch their new collections that have been added to the traditional lines of gold jewellery: watches and bags. «We are expanding our production - explained Eleonora Gori, retail manager of the Graziella Group. - The objective is to supplement jewellery with other items worn by men and women as everyday accessories. Thus, we have developed two new lines of watches and bags which are all recognisable by the distinct Graziella identity, which help in defining the look and personality of the wearer». The new Graziella-designed watches have proved to be a winning production concept, as they have the same jewellery distribution channel. Positive feedback has been received from buyers and agents alike. Created from a union of company design and Swiss Made technology, the watch collection offers innovative, highly technological and stylistic items that appeal to both sexes. The main innovation tied to the bags is, on the other

hand, an expansion of their use. Where the first Graziella bags were luxury accessories embellished with gold, silver and precious stones, the new line of bags presented in Vicenza is characterised by the production of simpler objects for everyday use. «In both watches and bags, Graziella style is clearly recognisable - says Gori. - The latest technology and creative combinations reproducing Italian artistic tradition, have been applied to both accessories, thus enabling us to create innovative objects, capable of enhancing that "well implemented creativity" which is typical of our productions». Closing remarks at VicenzaOro Winter are definitely positive, the January trade fair has been confirmed as one of the most eagerly awaited events by both the company and buyers. Good public response together with a general increase in the quality of the products displayed, once again sees Graziella among the leaders from a technological and stylistic innovation point of view. «Eleonora Gori concludes by stating that for decades - we have been working with the objective of creating creative jewellery with a strong personality: the result being that, among all the companies present, ours is a recognisable brand, now recognised worldwide. ».