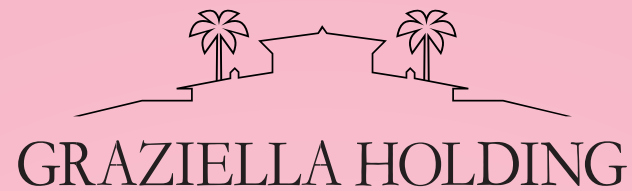


GRAZIELLA HOLDING

ENGLISH



Fashion Division



Born from Florentine design and cutting-edge techniques, each Braccialini creation is crafted from selected materials and takes shape with passion and precision. The exclusive details — from the iconic three-dimensional appliqués to the ironic and playful motifs — express a bold elegance designed for women who love to stand out with personality and style.

Gold Division



The experience and creativity of Italian gold jewelry with a forward-looking vision. We innovate to win over the most discerning consumers—those who value comfort, lightness, and sustainability—without ever compromising on beauty.

Energy Division



Graziella Green supports businesses and public administrations in the transition to sustainable models. Through CSR strategies and sustainability plans with measurable objectives and transparent reporting, it reduces environmental impacts and creates shared value. It optimizes energy efficiency via renewable sources, monitoring and retrofit measures to contain costs and emissions. It promotes a circular economy by transforming waste into resources and enhancing territories through sustainable tourism, site redevelopment and local supply-chain initiatives. Guided by the values of sustainability, transparency, solidity, professionalism and territoriality, we deliver concrete solutions to boost competitiveness.



Graziella – The Art of Italian Gold Looking to the Future

Graziella is the historic gold division of Graziella Holding, the beating heart of a legacy born in Arezzo in the 1950s, where the tradition of Italian goldsmithing and innovation come together in unique creations. Every gold jewel signed by Graziella is born from a vision that combines the refinement of Italian design, the precision of high artisanal craftsmanship, and a constant drive for technological innovation.

Graziella interprets gold not just as a precious material, but as a language of beauty, style, and lightness. From classic collections to the most advanced technologies like Graziella Air—the lightest gold in the world—every gold jewel is designed to express elegance, comfort, and innovation.

Under a name that stands as a guarantee of excellence, Graziella continues to redefine the concept of gold jewelry, bringing the Italian goldsmithing art into the future, without ever forgetting its roots

VISION

*To combine the heritage and creativity of traditional Italian jewelry with a forward-looking spirit.
We innovate to engage the most discerning consumers—those who seek comfort, lightness, and sustainability
without ever compromising on beauty.*

*Our gold is designed for everyday wear: versatile, lightweight, and striking.
A piece of jewelry that becomes an emotion, while always retaining its aesthetic and symbolic value.*



GRAZIELLA HEADQUARTERS

An iconic architectural structure nestled in the heart of the Arezzo gold district: the Graziella headquarters is where technological innovation meets artisanal mastery. Spanning over 4,000 square meters, it houses the gold division of Graziella Braccialini, a symbol of Italian excellence in fine jewelry.

The building stands out for its central red brick tower, inspired by the medieval towers of Tuscany, flanked by sleek mirrored surfaces that reflect the surrounding landscape and interact gracefully with natural light. The architectural design is not only aesthetic: the expansive glass façades support natural thermal regulation, while the surrounding greenery is meticulously maintained to foster a harmonious and sustainable working environment.

Here too, sustainability is at the core: the facility is powered by cutting-edge photovoltaic systems, and rainwater harvesting systems contribute to the responsible management of natural resources.



ABOUT US

Graziella's experience began in 1958 with Graziella Buoncompagni, the current honorary CEO, and has found fulfilment in the establishment of a holding company that today represents an international reference point in the world of fashion and luxury.

Innovation, technology and creativity are the three values on which the company has always based its mission, acquiring a strong identity capable of combining typically artisanal quality with the fashion trends of the various markets.

The synergy between entrepreneurial vision, manual craftsmanship and artistic intuition has permitted the development of an inimitable philosophy inspired by 'creativity well achieved'. Each piece of jewellery is intended as a true work of art to be worn: careful modelling and engraving ensure that all products have a high creative standard and a unique design with sinuous, refined and elegant shapes.

The internationalisation of the company is accompanied by a diversification of production for individual markets. The artisans of Graziella Gold adapt their sensitivity and the creative themes of the company to the different cultures of reference in order to propose the most suitable gold jewel for each consumer, with a common feature recognisable in the style, technique, accuracy of execution and lightness in the use of gold and other precious raw materials. The quality and identity linked to the brand have always remained unchanged.



THE CREATIVITY CENTRE

CREATIVE IDEAS FOR UNIQUE JEWELLERY. EACH GRAZIELLA GOLD COLLECTION IS ROOTED IN THE ACTIVITY OF THE CREATIVITY CENTRE WHICH, BORN FROM AN ENTREPRENEURIAL VISION OF GIOVANNI BATTISTA GORI, CONFIGURES A LABORATORY SPECIALISED IN THE DEVELOPMENT OF ORIGINAL, INNOVATIVE AND CLEARLY IDENTIFIABLE PRODUCTIONS.

THE MASTERY OF ARTISTS AND CRAFTSMEN, COMBINED WITH THE USE OF CUTTING-EDGE TECHNOLOGY AND INDUSTRY 4.0, NOW ALLOWS THE COMPANY TO OFFER LINES OF HIGH QUALITY AND UNIQUE DESIGN AS A RESULT OF THE UNION BETWEEN GOLD AND SEVERAL MATERIALS THAT ARE INTEGRATED THE CREATION OF JEWELS RECOGNISED AND DISTRIBUTED WORLDWIDE.



GRAZIELLA *Air*

THE
LIGHTTEST



GOLD IN
THE WORLD

INTO A SATURATED TRADITIONAL MARKET FINALLY SOMETHING NEW

"When you try Graziella Air, you will not go back to traditional gold jewels"

REAL LIGHTNESS

GraziellaAIR is an innovative solution that allows the creation of exceptionally light jewels that are extremely pleasant to wear. GraziellaAIR represents a real revolution in the jewellery industry uniting comfort and technology.

"Redefine the lightness"



ADVANTAGES OF THE NEW TECHNOLOGY



You are buying real gold.



Lightness without compromise over 50% less weight than traditional jewels



Quality and durability guaranteed over time



Commitment to sustainability and reduction of ecological footprint



Comfortable for all day long use also for big sizes





GRAZIELLA AIR
2 grams



COMPETITORS
5 grams

SAME VOLUME, HALF THE PRICE AND HALF THE WEIGHT

**THE LIGHTEST GOLD
IN THE WORLD**

GRAZIELLA *Air*

Graziella Air is the innovative patented technology that transforms gold into a new experience of lightness.

A precious gold jewel that maintains all its beauty and elegance, while offering extraordinary comfort.

Thanks to an exclusive invisible and hypoallergenic coating, the brilliance and durability of the jewel are guaranteed over time.

A jewel that defies gravity, designed to accompany you every day, with the light touch of precious air.

The invisible coating of Graziella Air:

- **NANOTECHNOLOGY COMBINED WITH A TRANSPARENT PROTECTIVE LAYER**
- **INVISIBLE, ULTRA-RESISTANT, SUPER LIGHTWEIGHT, HYPOALLERGENIC**
- **PROTECTS GOLD FROM MICRO-SCRATCHES AND DULLNESS**
- **PRESERVES BRILLIANCE AND COLOR OVER TIME**
- **EXCLUSIVE GRAZIELLA TECHNOLOGY**
- **EASY TO CLEAN WITH A WET CLOTH**

An ultralight invisible coating that protects every creation, enhancing the metal's natural brilliance.

Light as air and beauty over time.

Thus, gold remains intact, luminous, eternal.

**GOLD IT'S NOT ONLY A MATERIAL,
WITH GRAZIELLA AIR,
GOLD BECOMES AN EXPERIENCE.**





"I never thought that gold earrings could be this beautiful, this light, and this affordable"



Graziella Braccialini S.p.A.

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