



GRAZIELLA BRACCIALINI PRESENTATION

The origins of Braccialini

A tale of creativity, craftsmanship, elegance and femininity that has its roots in 1954. That year, Florence's historical leather goods district was enriched as Braccialini opened for business and began crafting their first handbags. From the very beginning, they acquired distinction, excelling in experimentation, originality and imagination.

Decade after decade, collection after collection, bag after bag – Braccialini's creations always express inventiveness in terms of materials, colour, shapes and lines in continuous evolution. Braccialini always rises to the challenge of anticipating trends in women's fashion, ever faithful to a tradition of quality and craftsmanship. These qualities have enabled the brand to rapidly assert an international presence as a benchmark of excellence for Italian leather goods, fostering the development of a distribution network that, especially in the 1990s, has become increasingly more widespread with single-brand shops, boutiques, corner outlets and franchises in around forty countries worldwide.

Joining the Graziella Holding

Braccialini's entrepreneurial journey was marked by an important turning point in 2017, with the new scope charted by its entry into Graziella Holding. This operation led to an ambitious and unique project featuring a blend of handbags and jewellery, with a strategy focused on the high-fashion sector.

Braccialini's leather goods thus met and integrated with Graziella's jewellery, another company in the Tuscan manufacturing district founded in 1958 and known worldwide for the uniqueness of its gold and silver jewellery. Two companies, therefore, capable of expressing innovation, craftsmanship and creativity expressed in a feminine vein, that have converged in the common experience of Graziella Braccialini.

The Graziella Braccialini project and future horizons

The synergy between Graziella and Braccialini was first expressed in the manufacturing context by sharing resources, skills and know-how. Braccialini's bags retained their original stylistic identity and were embellished by the experience and creativity of Graziella's craftsmen, who enriched the leather with the application of jewels, precious stones and metals. And so beautiful bags came on the scene – veritable luxury creations manifesting exclusivity and personality. All was also combined with new lines of costume jewellery that, in terms of lightness, colours and shapes, are perfectly matched to the bags themselves.

The production collaboration was followed by the commercial and distribution collaboration, with a joint consolidation in markets around the world. This was marked by a series of shop openings in some of the most important fashion areas in Italy and abroad in 2019, as well as the activation of franchises in Europe. In 2022, this course continued with new openings in Italy's main shopping streets with a Retail Concept launched in shops in Rome's Via dei Condotti and the Ponte Vecchio in Florence – expressions of elegance, prestige and luxury.

These openings are a testament to the resilience of a holding company that continues to invest in the endeavour of maintaining a direct link from producer to consumer. Today, Graziella Braccialini is one of the most dynamic companies in the fashion industry, the symbol of an entrepreneurial adventure capable of expressing Tuscan craftsmanship and the distinctiveness of Made-in-Italy excellence, positioning itself as a reference model of Italian manufacturing excellence.