



GRAZIELLA
braccialini

Creativity makes you unique

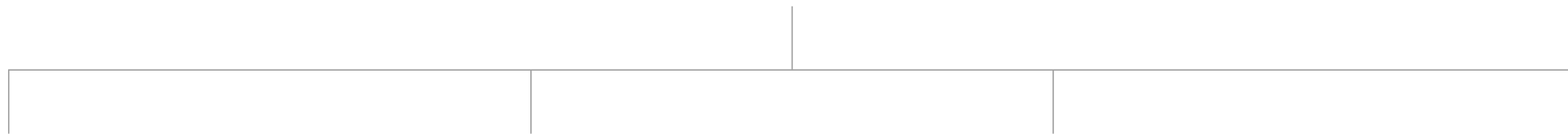


GRAZIELLA HOLDING

CEO

Gori Giovanni Battista

Graziella Holding controls, directly or indirectly, more than 30 different companies



Graziella Luxury

Leading company in the Made in Italy goldsmithing sector. From an initial specialisation in gold jewellery, over the years Graziella Luxury has extended production also to silver jewellery and bijoux creations.



Graziella & Braccialini

Historic Tuscan leather goods company, Braccialini joined the holding company in 2017 with the ambition of bringing new creative synergies to life and developing further potential in the production of luxury handbags.



Graziella Green Power

Energy that respects the environment. Graziella Green Power operates in the production of clean, zero-impact energy from renewable sources, with projects and investments in photovoltaic geothermal energy, bioenergy and wind power.



Fondazione Graziella Angelo - Gori Onlus

Supporting the social and health requirements of those in need. This Foundation promotes initiatives in memory of Angelo Gori, the third son of Graziella Buoncompagni who died in 2000.

Graziella Holding has expanded its activities into new sectors over the years. The activity of each company is always inspired by a common spirit oriented to innovation and the quality of each product: all products identified by the brand "Graziella" must have, in their type, the value of a jewel.

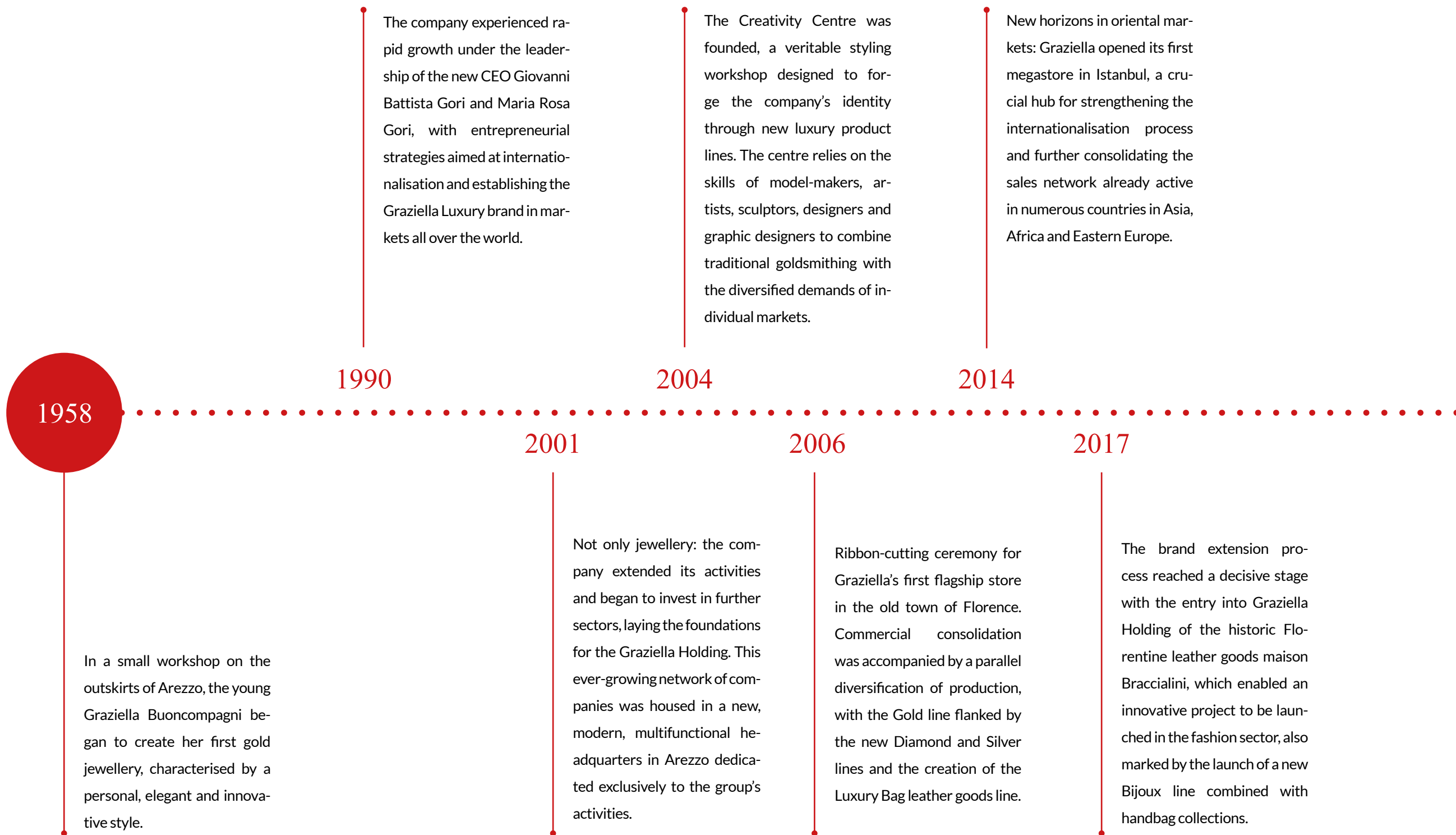
About us

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, the result of the synthesis of various materials such as gold, silver, precious stones and silk: 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 Luxury adapt their sensitivity and the creative themes of the company to the different cultures of reference in order to propose the most suitable 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.







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A new beginning

Elegance, creativity and colour, but also innovation, craftsmanship and contemporary glamour. All this is expressed by a new, ambitious, entrepreneurial project in the women's fashion sector, which brought together Graziella's jewellery and Braccialini's leather goods within Graziella Holding in 2017.

The synergy between these two historical companies, strong in their consolidated international experience and heirs to the values of the Tuscan craftsmanship tradition, has opened up new production and commercial prospects in Italy and worldwide. The new brand Graziella & Braccialini is now a unicum in Italy and has contributed to increasing the potential of the group by virtue of an innovative combination of bags, jewellery and bijoux creations to define a woman's look in its entirety.



The Creativity Centre

Creative ideas for unique jewellery. Each Graziella Luxury 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 several materials, with gold and silver that are integrated with precious stones and fabrics in the creation of jewels recognised and distributed worldwide.



Our creations **GOLD**

Luxury and elegance are expressed through the excellence of the Made in Italy goldsmithing tradition reinterpreted in a contemporary design to meet the requirements of different markets. The catalogue of Gold creations offers jewellery in all gold titles, from 8 to 22 carats.



Our creations

SILVER

Creativity and style of high jewellery are ranged in lines with modern and sinuous shapes created from the union between silver, natural stones and alternative materials. All this in jewels with themes and shapes characterised by the taste and refinement typical of Graziella's products.



Our creations

BIJOUX

Lightness and colour are combined in high jewellery lines which, identified by a contemporary and western stylistic trait, are also suitable for everyday wear. The quality of the materials used and the manual care in production make each bijoux product precious.



Our boutique



In the hands of every woman, in every corner of the world

The opening of boutiques and single-brand shops, the setting up of corners and dedicated spaces, the studied presence in retail shops and department stores. Graziella is constantly looking to expand its distribution network to ensure proximity to every market and to develop its retail channels.

Already strong in the main world markets with a goldsmith vocation (especially the Middle East, North Africa and Eastern Europe), the distribution network has undergone a major expansion since 2017 with the Graziella & Braccialini project, which has opened up new commercial horizons by virtue of the unprecedented union between leather goods and jewellery, with consolidation in all continents where the best of Tu-

scan craftsmanship is represented. A progression of single-brand shop openings in some of the most important fashion markets has allowed the holding company to record the direct presence of its brand in over forty countries today and in some of the world's largest cities. Graziella & Braccialini boasts boutiques in exclusive locations in Paris, Florence, Rome, Moscow, St. Petersburg, Seoul and Palma de Mallorca, as well as avant-garde spaces designed in Dubai, the most iconic retail destination in the United Arab Emirates. The project to open new single-brand shops is tangible proof of the group's solidity and its commitment to the international development of a brand that is synonymous with originality, personality, creativity and femininity.





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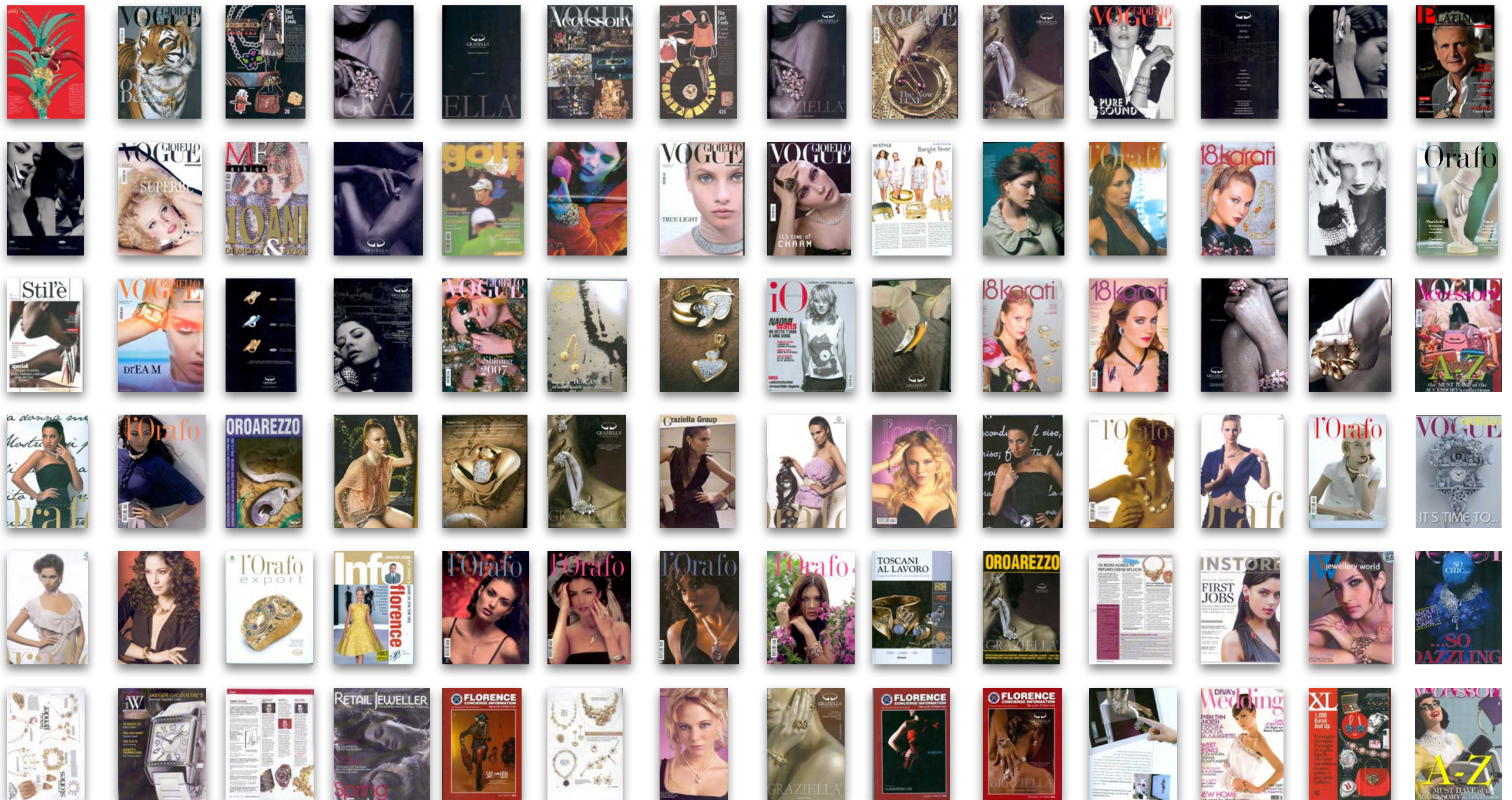
Rome

GRAZIELLA
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BEYOND
THE

Dubai

ADVERTISING & PRESS CLIPPING





GRAZIELLA

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GRAZIELLA GROUP SPA

Unipersonale

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