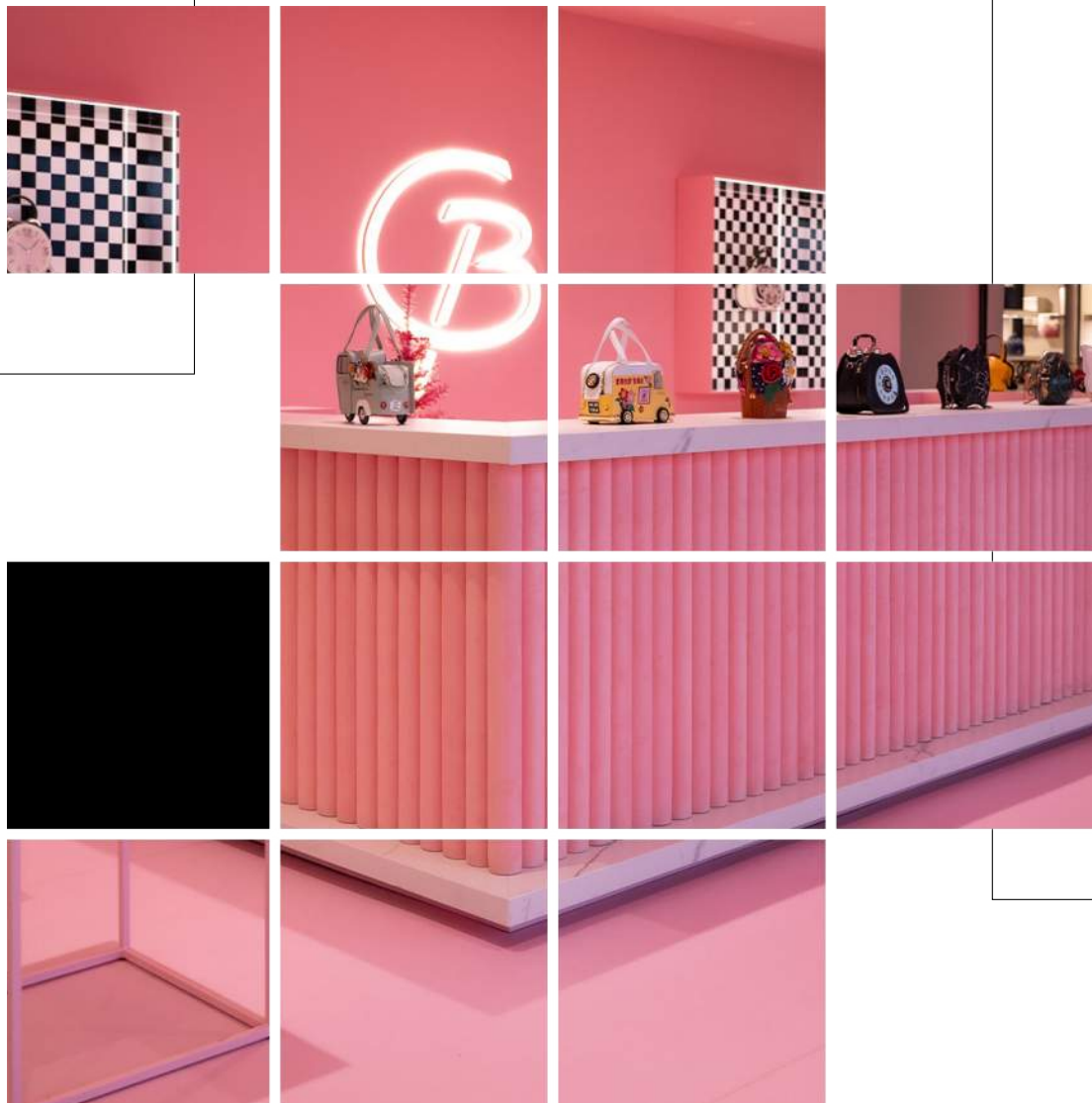


Braccialini
/ GRAZIELLA BRACCIALINI



Retail

CONCEPT

WWW.BRACCIALINI.IT



CREATIVITY, CRAFTSMANSHIP, ELEGANCE AND FEMININITY.

All of this has always been reflected
in the Graziella Braccialini brand.

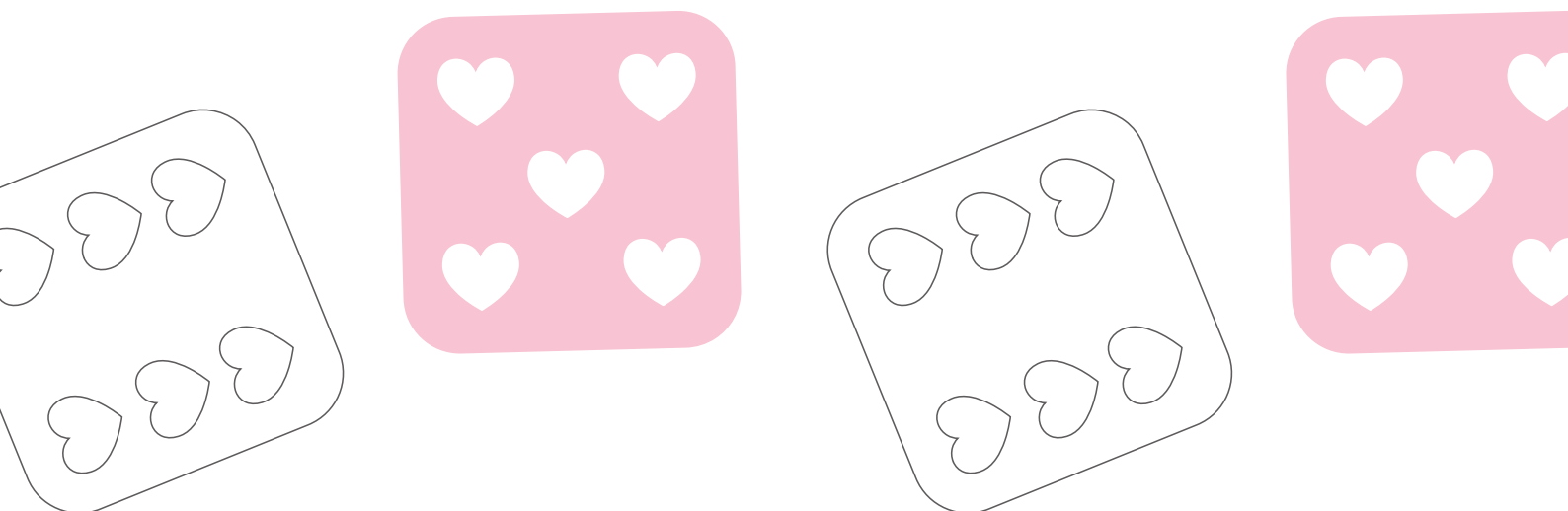
ABOUT US

The Graziella Braccialini line represents the harmonious fusion of two excellent Tuscan artisans, from jewelry to fashion. Entirely designed in Florence, Made in Italy, with innovative and constantly updated techniques, every detail is cared for with passion and precision. The flaps are skillfully crafted and decorated by hand, enriched by the creation and application of authentic jewelry made by Graziella's master goldsmiths. Each product has a unique and distinctive character, explicitly designed for women who value uniqueness and elegance.

DECADE AFTER DECADE, COLLECTION AFTER COLLECTION, BAG AFTER BAG.

Braccialini's creations have always exuded inventiveness among the materials, colours, shapes and lines that are each time different, with the challenge of being one step ahead of trends in women's fashion, while maintaining a tradition of quality and craftsmanship. These characteristics allowed the brand to quickly establish itself internationally as a benchmark

of Italian leather goods excellence, favouring the development of a distribution network that, in the 1990s, experienced its moment of greatest development with an increasingly widespread network of single-brand shops, boutiques, corners and franchises all over the world.





Nella Braccialini
Graziella

BETWEEN FASHION AND GOLD. BETWEEN BAGS AND JEWELLERY.

Braccialini's history took a decisive turn in 2017 with the new horizons mapped out in synergy with the jewellery company Graziella, which made it possible to create an innovative and original combination of fashion and gold. Between bags and jewellery. The two Tuscan brands have many things in common: the Graziella experience was also started by a woman, Graziella Buoncompagni, who began creating gold and silver jewellery in 1958, featuring a strong component of creativity, craftsmanship and originality. With subsequent contributions from their children and grandchildren, this company then started trading in markets all over the world, becoming a real reference for Made in Italy luxury. A revolutionary collaboration thus began between Braccialini and Graziella, intended

to combine leather goods and jewellery, with the comprehensive sharing of know-how, strategies, production paths and commercial horizons, which found practical expression in the official union in January 2023 into a single identity: Graziella Braccialini. Nowadays, this project is represented by collections characterised by elegance, creativity and colour, but also by innovation, craftsmanship and contemporary glamour. The bags are adorned with precious stones, metals, and the jewellery are combined with new lines of bijoux, positioning themselves in the haute couture domain and expressing the strong and exuberant personality of the wearer. With an awareness more vibrant than ever that "creativity makes us unique".



CONCEPT

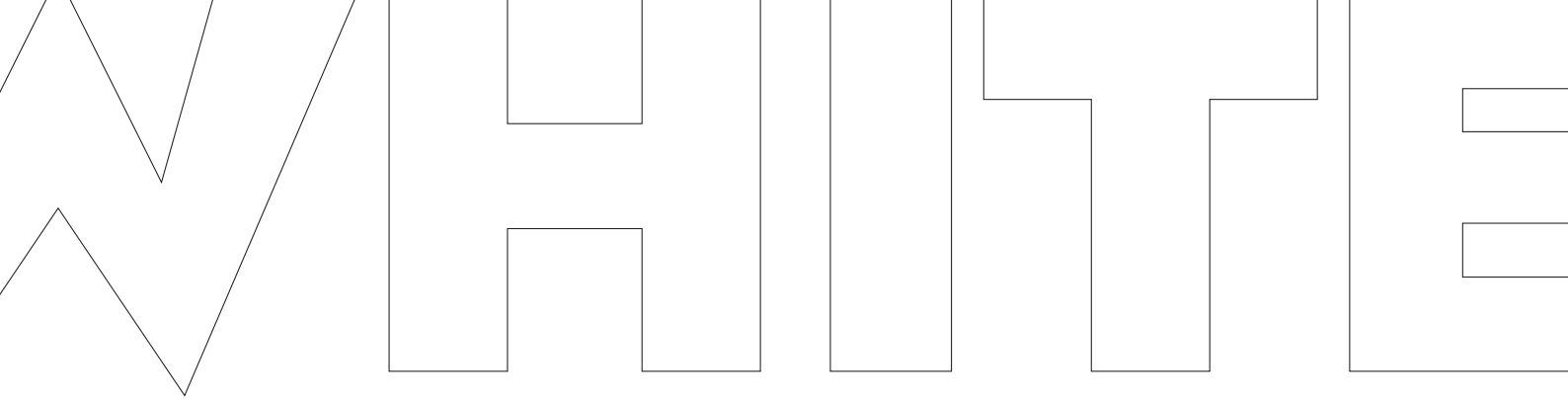
WHERE THE MAGIC HAPPENS: THE RETAIL CONCEPT OF OUR NEW STORES.

Ambiences capable of expressing and breathing life into the identity of Graziella Braccialini. The Retail Concept of the new shops was created with the dual aim of providing emotion and communicating an impression of elegance, refinement, prestige and luxury in complete harmony with the collections on display.

An embracing atmosphere where soft pink meets golden detailing, creating the perfect balance between subtlety and opulence. The concrete-effect floor interacts with walls embellished with Alcantara stripes and textures, while transparent Plexiglas shelves seem to be suspended in time. Every corner is designed to captivate, transforming the space into a sophisticated backdrop able to thrill everyone who enters.

The refinement of every production finds unity in the refinement of colours, lights, materials and furnishings blending into welcoming points of sale that are immediately recognisable to the brand.





White is used as the dominant colour
to highlight the varied and multicoloured
world of the collections.

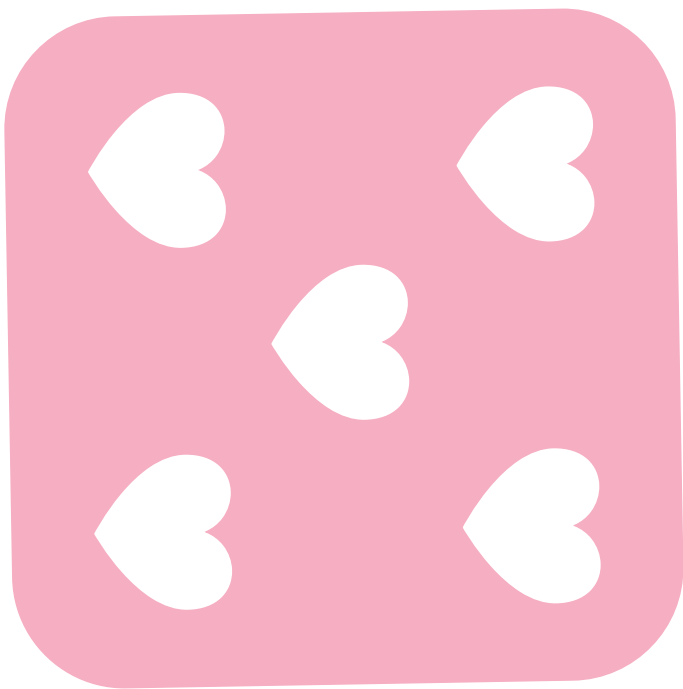
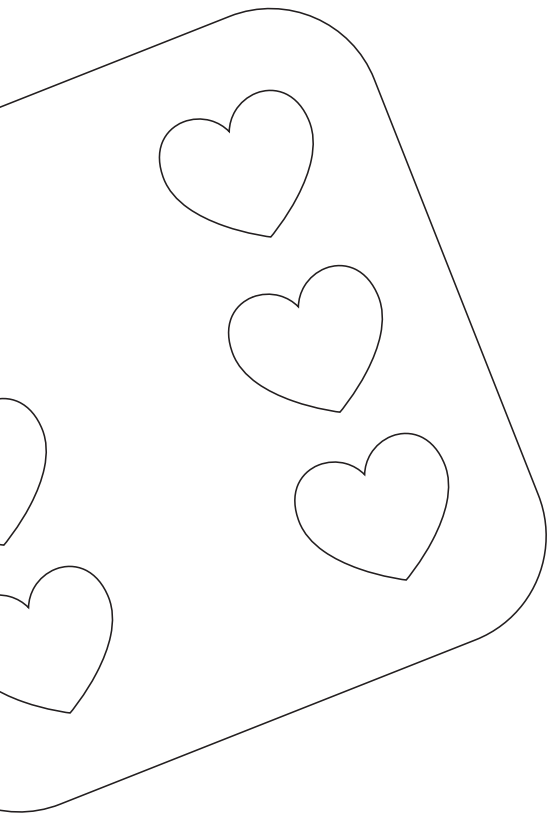
Black provides a touch of elegance
and sophistication.



PINK

Pink gracefully serves as the primary corporate colour, symbolizing the brand's identity.

PINK



IN CONTRAST,
THE LIGHTING
IS AN ALMOST
ETHEREAL
PRESENCE,

With elegant rays of light on the shelf tops, the products on display spring to life. Golden metal elements, pink lacquered surfaces and contrasting details add finesse and harmonisation to the space.



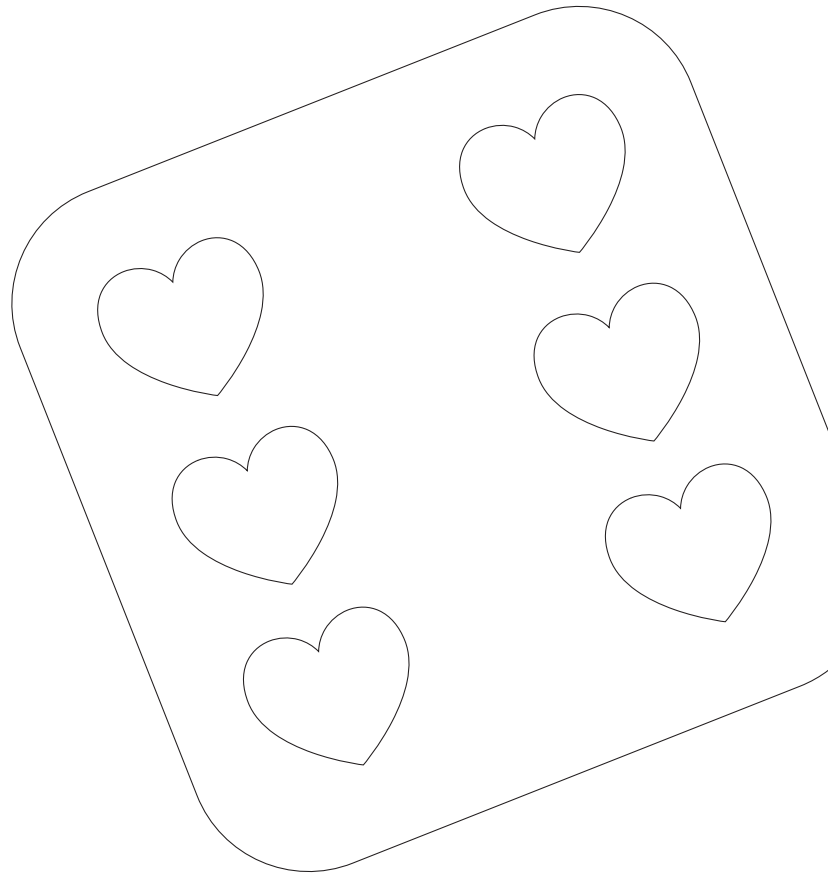
Creativa

Creativa



FLOOR

The grey concrete-effect PVC floor blends style and practicality, providing a modern design and an environmentally friendly, recyclable solution.

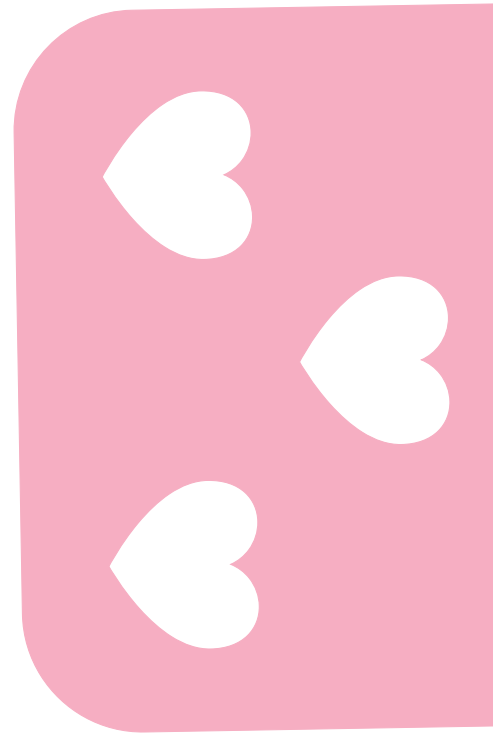


WALLS AND DISPLAYS

The walls contrast pink hues and striped wallpaper, complemented by elegant Alcantara half circles. The displays combine lacquered shelves and pink plexiglass, supported by self-supporting painted tubular structures, resulting in a polished and dynamic ambience.

FITTINGS

The counters unite gold metal profiles and pink lacquered shelves, with all-pink variants and black-and-white chequered glass accents. The metal window displays feature elegant gold or pink painted shelves, giving a luxurious edge to the surroundings.



BOUTIQUE

OUR BOUTIQUES



FLORENCE PONTE VECCHIO

On Florence's iconic bridge



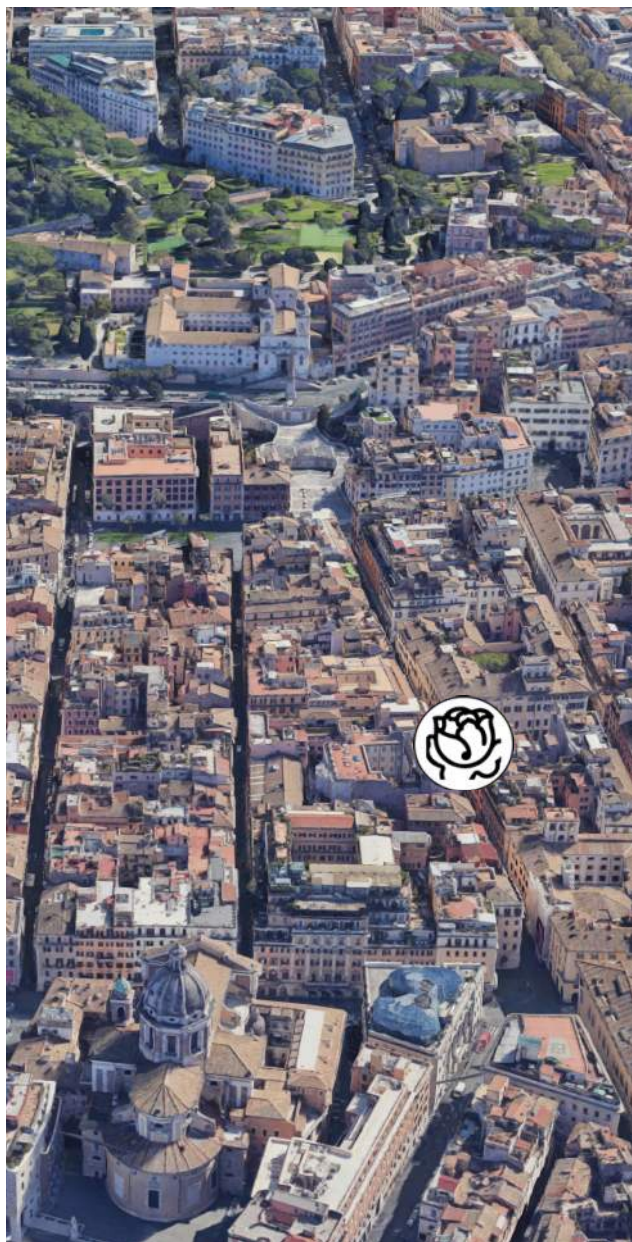
FLORENCE PIAZZA DELLA SIGNORIA

Right next to Palazzo Vecchio



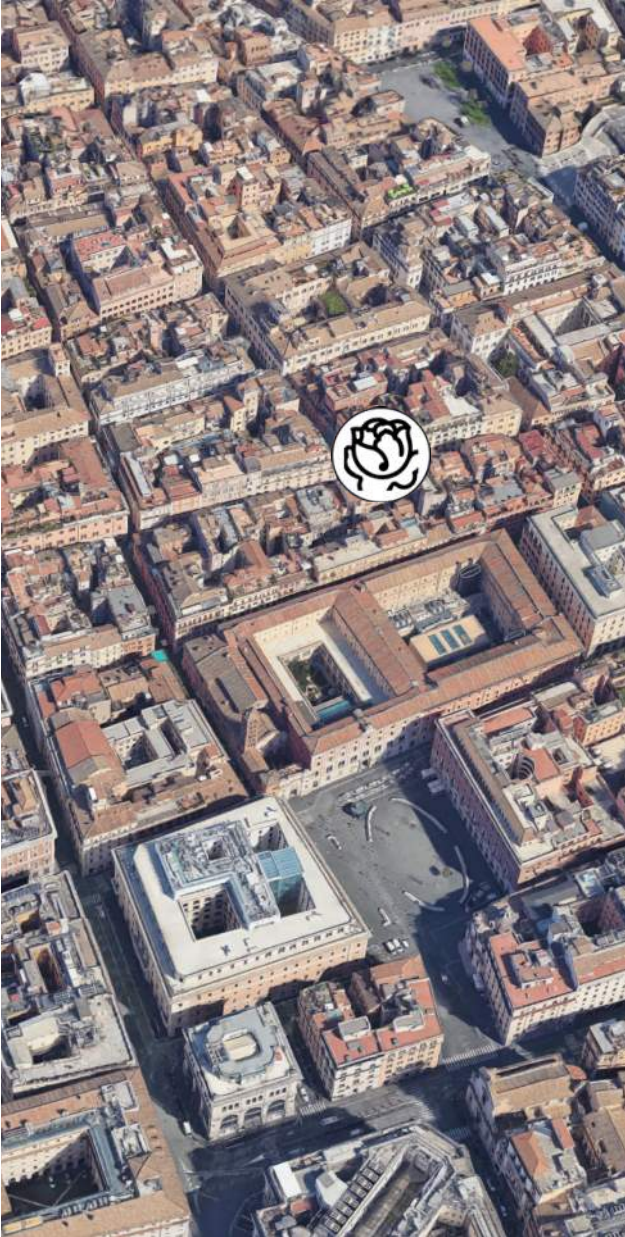
FLORENCE VIA DEI CALZAIUOLI

150 meters from Piazza del Duomo



ROME VIA DEI CONDOTTI

190 meters from Piazza di Spagna



ROME
VIA FRATTINA



EUROMA2



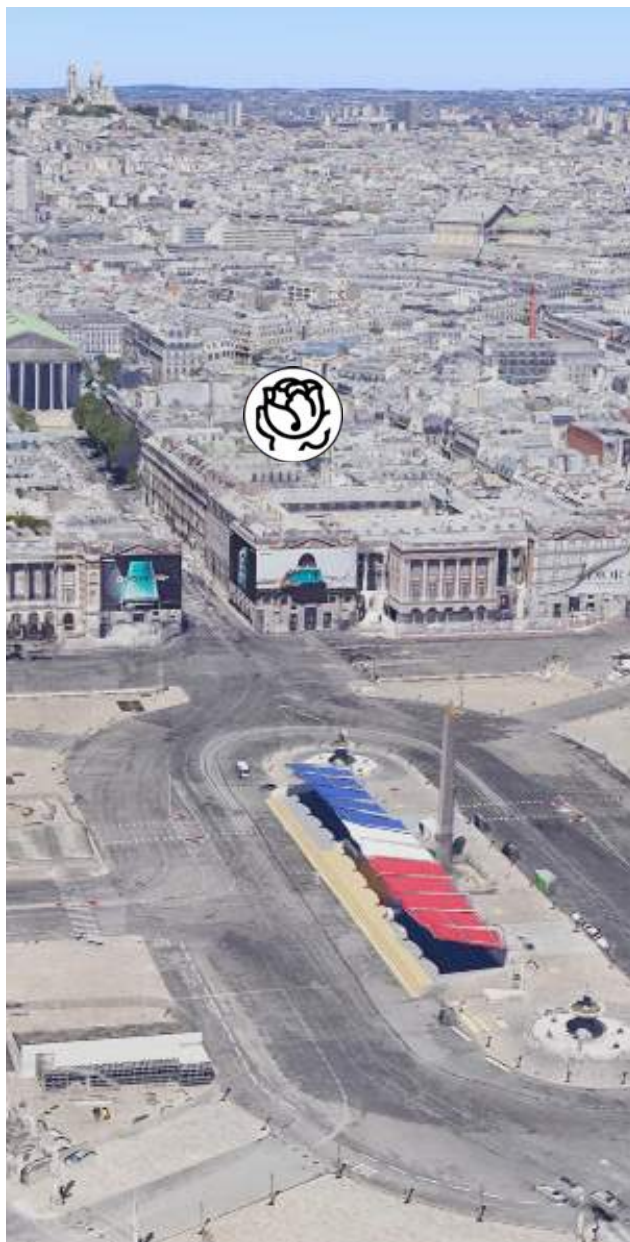
MILAN CORSO VENEZIA

210 meters from San Babila



PALERMO VIA DELLA LIBERTÀ

A few steps from the Politeama Garibaldi theater



PARIS RUE SAINT HONORÉ

A few steps from Place de la Concorde



PALMA DE MALLORCA
CALLE JOVELLANOS



TALLIN
VIRU TÄNAV



PAJU CITY
HEYRIMAEUL-GIL



SEOUL
BANPO-DAERO



ROSTOV ON DON
TRK GORIZONT, ULITSA NAGIBINA



DUBAI
NAKHEEL MALL



DUBAI
DUBAI MALL



DUBAI
AIN DUBAI



ISTANBUL
NURUOSMANIYE CADDESİ



This is where
★ the magic
happens

Braccialini
/ GRAZIELLA BRACCIALINI

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