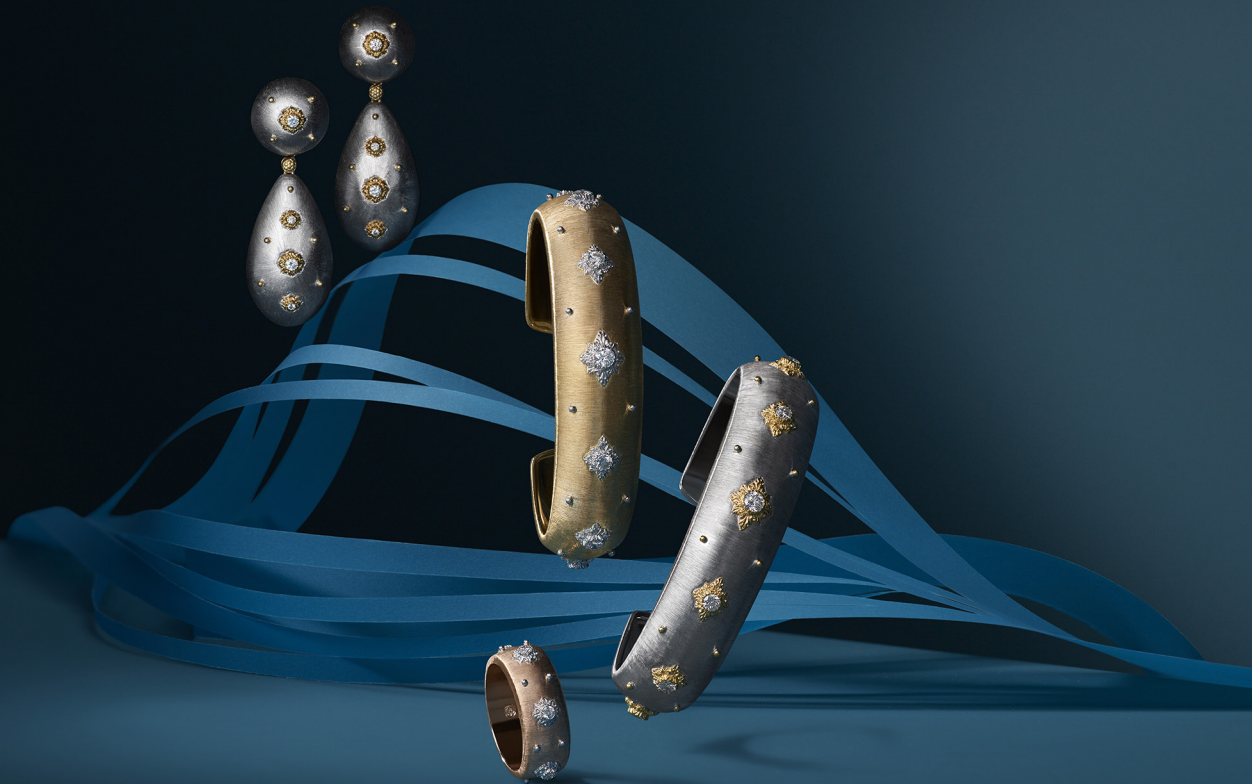




BUCCELLATI

MILANO DAL 1919



ICONA COLLECTION



Buccellati

A Century of Talent and Passion

Tradition, skills and excellence in handcrafting, creativity and the highest quality materials: these are the values that have always been central to Buccellati, a long-established family firm that creates Italian-designed jewellery and which has preserved its stylistic identity for a century by reviving centuries-old goldsmithing traditions in the top end of the jewellery market.

Mario Buccellati (1891-1965), the founder of the family business, did his apprenticeship at a very young age at the famous jewelers and goldsmith's Beltrami & Besnati, where he was fascinated by all of the metals and stones and the use the craftsmen made of them. The young man dreamt of forgotten antique techniques that dated back to ancient Greece or the middle Ages, or to his favourite period, the Renaissance.

In 1919, he opened his first jewellery store in Milan, on Largo Santa Margherita, near the famous La Scala Theatre. He revived and emphasized the use of ancient tools and traditions to bring his creations into being. Though enthused by the style of ancient periods, he never sought to imitate the jewels of the Renaissance era, but rather to interpret it. Each of his creations held a rich textural quality and resembled sumptuous fabrics, delicate damasks and Venetian laces. Age-old engraving and chiselling techniques were incorporated into a mix of precious stones and metals for an unusual yet extraordinary combination.

He had a knack for drawing and an inquisitive mind, so he quickly became one of Italy's highly respected jewellers and goldsmiths of the period and garnered a prestigious clientele, and among his clients the famous "literary dandy", Gabriele d'Annunzio, coined for him the name "The Prince of goldsmiths". Soon he started to work for various royal families (of Spain and Egypt) and supplied ornamental objects to The Pope and the great cardinals of Rome.

Mario Buccellati also had some very entrepreneurial skills and, considering his success at Italian level, he decided to spread the business and, in 1925, he opened to additional stores, one in Rome and one in Florence.

In 1951, Mario decided to expand the house of Buccellati internationally and ventured into the American market: he opened his first store on 51st Street, in the heart of New York City, and a few years later, in 1954, he went on with a second branch on 5th Avenue and inaugurated a seasonal shop on

the famous Worth Avenue in Palm Beach.

When Mario Buccellati passed away, in 1965, four out of his five sons took over the family business, but among them all only Gianmaria passionately learned the meticulous craftsmanship (and notably the driving force) behind Buccellati, as he started to work as an apprentice with his father from his very young age, following his footsteps.

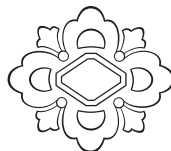
In 1966 Gianmaria (1929-2015) took over the management of the workshops and the creative side of the company: he conceived and designed every piece coming out of his ateliers. He worked with his brother Luca, sharing with him the vision of creating Buccellati into a worldwide jewelry powerhouse. While Luca developed the business in the United States, Gianmaria managed the workshops and was responsible for the design and production of the company.

The long run had started: after a long period of collaboration with his brother Luca, Gianmaria decided to part and at the same time he gave new impulse to the development of his company: a pioneer like his father in the US, Gianmaria was the first Italian jeweller to set up a shop in Hong Kong in 1970, followed by Tokyo, Osaka and Nagoya in the next few years. And the run never stops: Gianmaria decides to redevelop his business in Europe and in 1979 the brand became the first Italian one to launch a boutique in the world-famous place Vendôme, where all the jewellery gothas are present.

Since then, the possibilities of expansion have considerably grown and developed, and in all these years Gianmaria has always been flanked by his son Andrea, who has inherited his father's artistic talents and who supervises all jewellery creation steps in the Milan ateliers and headquarters. Since 2013, Andrea is President of the Buccellati Group.

Just like in a fairy tale, where all the good things survive to evil and are passed down from father to son, Andrea is today supported by his daughter Lucrezia, a young woman and mother living in New York and supplying new inspirations and trends to the brand's creations.

Buccellati is the Italian "bottega" of Renaissance times brought into the 21st century: Mario first, then Gianmaria, and now his son Andrea with his daughter Lucrezia. A touch of tradition and culture into jewellery to create a true excellence, which is now recognized and admired worldwide.



Shiny brilliant-cut diamonds stand out on a tiny ‘ornato’ engraving. Their light elegantly spreads over the semi-opaque surface created by Gianmaria Buccellati 40 years ago and known worldwide as the ‘rigato’ technique. To obtain this ‘fabric effect’ a master goldsmith has engraved, stripe by stripe, the whole precious surface. A technique achieved with the utmost accuracy by hand with burins, by following the same goldsmithing techniques of Renaissance times.



Macri



From left to right

MACRI "CLASSICA" BRACELETS 0,5 cm, Yellow gold — White gold — Pink gold

MACRI "CLASSICA" BRACELETS 0,5 cm, Yellow gold — White gold — Pink gold. Set with 10 brilliant-cut diamonds 0.45/ 0.50 ct

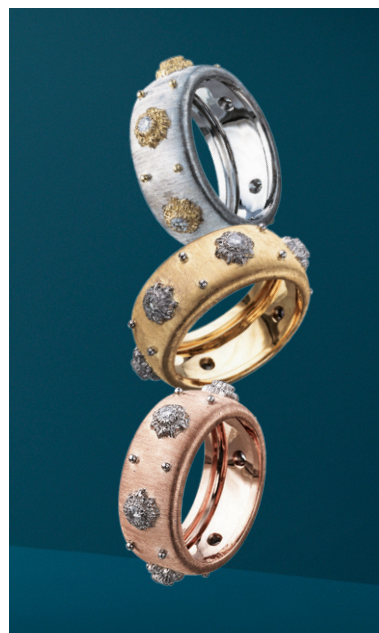
MACRI "CLASSICA" BRACELETS 0,8 cm, Yellow gold — White gold — Pink gold Set with 10 brilliant-cut diamonds 0.45/ 0.50 ct

MACRI "CLASSICA" BRACELETS 1,5 cm, Yellow gold — White gold — Pink gold. Set with 7 brilliant-cut diamonds 0.45/ 0.50 ct

MACRI "CLASSICA" WATCHES White gold — Yellow gold. Set with 6 brilliant-cut diamonds 0.40 ct



From left to right
 MACRI BRACELET Yellow gold with white gold setting. Set with 7 brilliant-cut diamonds 0.75 ct
 MACRI BRACELET Black gold with white gold setting. Set with 7 brilliant-cut diamonds 0.75 ct
 MACRI BRACELET White gold with white gold setting. Set with 7 brilliant-cut diamonds 0.75 ct
 MACRI BRACELET Pink gold with white gold setting. Set with 7 brilliant-cut diamonds 0.75 ct



From left to right ETERNELLE RINGS

MACRI "CLASSICA" (8.5 mm) Yellow gold. Set with 6 brilliant-cut diamonds 0.30 ct

MACRI "CLASSICA" (8.5 mm) Pink gold. Set with 6 brilliant-cut diamonds 0.30 ct

MACRI "CLASSICA" (5.5 mm) White gold. Set with 6 brilliant-cut diamonds 0.20 ct

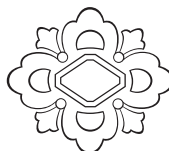
MACRI "CLASSICA" (5.5 mm) Yellow gold — Pink gold. Set with 6 brilliant-cut diamonds 0.20 ct

MACRI "CLASSICA" ETERNELLE RINGS (8.5 mm) White gold. Set with 6 brilliant-cut diamonds 0.30 ct

MACRI White and yellow gold — Yellow and white gold — Pink and white gold. Set with 6 brilliant-cut diamonds 0.24 ct



From left to right
 MACRI "CLASSICA" PENDANT EARRINGS Yellow gold . Set with 4 brilliant-cut diamonds 0.35 ct
 MACRI "CLASSICA" PENDANT White gold. Set with 1 brilliant-cut diamond 0.10 ct
 MACRI PENDANT EARRINGS Pink and white gold. Set with 8 brilliant-cut diamonds 0.22 ct
 MACRI "CLASSICA" PENDANT EARRINGS White gold . Set with 4 brilliant-cut diamonds 0.35 ct
 MACRI PENDANT EARRINGS White gold and yellow gold setting. Set with 8 brilliant-cut diamonds 0.22 ct



Rombi

Natural elements, beloved by Buccellati, are stylized to become geometric shapes. The design, Renaissance-inspired, is obtained through a meticulous handmade pierce. White and yellow gold enhance the preciousness of this workmanship known as the 'Stile Fiorentino' technique.

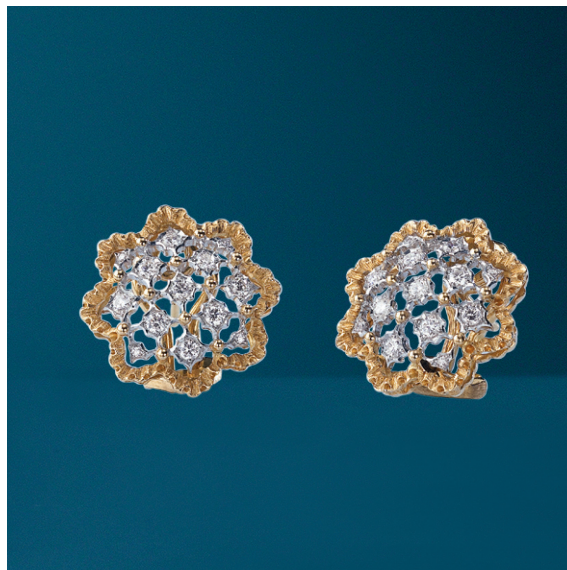
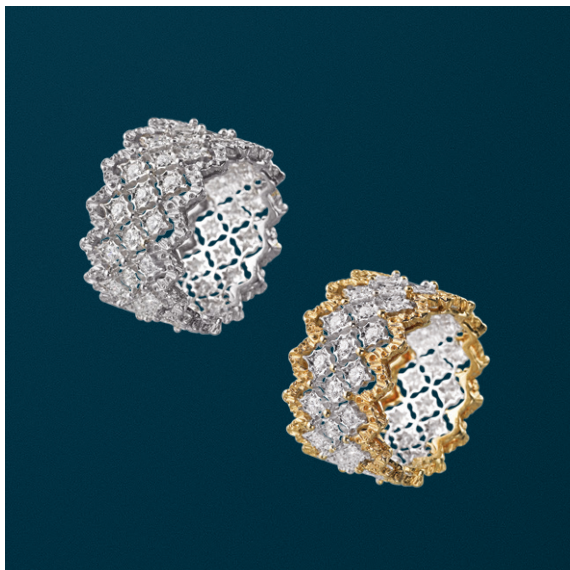


Rombi



From left to right

ROMBI PENDANTS White and yellow gold with yellow gold chain — White gold with white gold chain. Set with 22 brilliant-cut diamonds 0.40/0.45 ct ROMBI HOOP EARRINGS White and yellow gold. Set with 40 brilliant-cut diamonds 0.96/1.00 ct



From left to right

ROMBI ETERNELLE RING White gold — White and yellow gold. Set with 42 brilliant-cut diamonds 1.00 ct

ROMBI BUTTON EARRINGS White and yellow gold. Set with 26 brilliant-cut diamonds 0.45/0.50 ct

ROMBI BRACELET White and yellow gold. Set with 42 brilliant-cut diamonds 1.00 ct

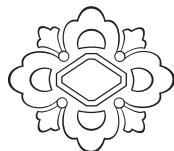


From left to right
ROMBI PENDANT EARRINGS White gold. Set with 46 brilliant-cut diamonds 1.20/1.25 cts
ROMBI PENDANT EARRINGS White and yellow gold. Set with 28 brilliant-cut diamonds 1.20/1.25 cts



From left to right

ROMBI "CINESINA" PENDANT EARRINGS White and yellow gold. Set with 14 brilliant-cut diamonds 1,90/1,95 ct and 56 brilliant-cut diamonds 0,60/0,65 ct
 ROMBI "CINESINA" PENDANT EARRINGS White and yellow gold. Set with 8 brilliant-cut diamonds 1,20/1,25 ct and 40 brilliant-cut diamonds 0,30/0,35 ct
 ROMBI "CINESINA" ETERNELLE RING (5.5 mm) White and yellow gold. Set with 12 brilliant-cut diamonds 0,80/0,85 ct and 48 brilliant-cut diamonds 0,45/0,50 ct



Ghirlanda

Ghirlanda is a historic design by Buccellati, born from the desire to accommodate and enhance the most important stones.

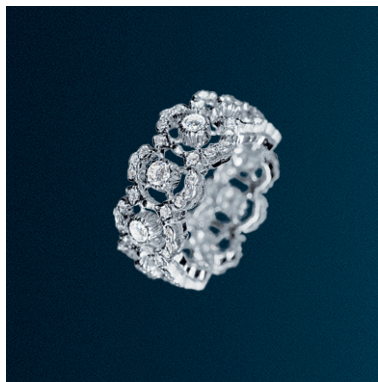
Brilliant-cut diamonds are suspended in a crochet design obtained with the 'a traforo' technique. The skill of the craftsmen consists in creating incredibly light jewels without weld joints.



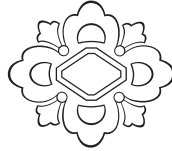
Ghirlanda



From left to right
 PENDANT EARRINGS White gold. Set with 179 brilliant-cut diamonds 5.20/5.50 cts
 Includes chain (opposite page)
 BUTTON EARRINGS Obtainable from pendant earrings



From left to right
 PENDANT obtainable from pendant earrings, in white gold and diamonds
 ETERNELLE RING White gold. Set with 90 brilliant-cut diamonds 1.90/2.00 cts
 BRACELET White gold. Set with Set with 30 brilliant-cut diamonds 2,70/2,75 ct and 238 brilliant-cut diamonds 4,05/4,10 ct



Ramage

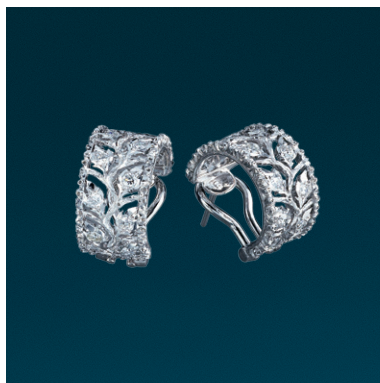
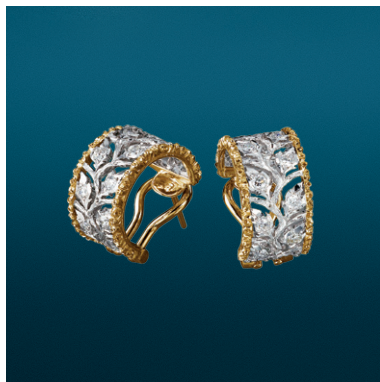
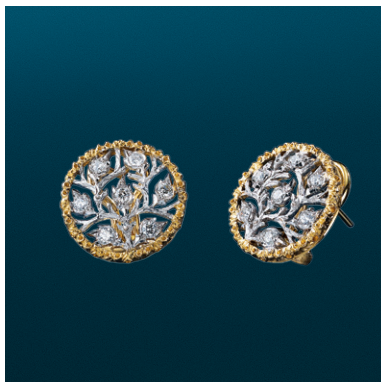
The ramage design, inspired by the Renaissance era, is a successful classic pattern by Buccellati, already popular in the 20's. The goldsmith still bores each 1 millimeter gold plate by hand and creates the silhouette of branches and tiny leaves from which blossom tiny diamonds.



Ramage



From left to right
 PENDANT EARRINGS White and yellow gold. Set with 42 brilliant-cut diamonds 1.20/1.25 cts
 PENDANT White and yellow gold with yellow gold chain, Set with 7 brilliant-cut diamonds 0.20 ct
 ETERNELLE RING White and yellow gold. Set with 24 brilliant-cut diamonds 0.65/0.70 ct



From left to right

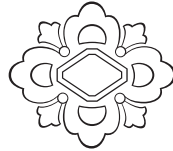
- BUTTON EARRINGS White and yellow gold . Set with 14 brilliant-cut diamonds 0.40 ct
- HOOP EARRINGS White and yellow gold — White gold. Set with 22 brilliant-cut diamonds 0.60/0.65 ct
- BUTTON EARRINGS White gold . Set with 14 brilliant-cut diamonds 0.40 ct
- HOOP EARRINGS White gold. Set with 22 brilliant-cut diamonds 0.60/0.65 ct



From left to right
 PENDANT White gold with white gold chain, Set with 14 brilliant-cut diamonds 0.40/0.45 ct
 PENDANT EARRINGS White gold. Set with 42 brilliant-cut diamonds 1.20/1.25 cts
 ETERNELLE RING White gold. Set with 24 brilliant-cut diamonds 0.65/0.70 ct



From left to right
 ETERNELLE RING Yellow and white gold, burnished finishing. Set with 24 rose-cut diamonds 0.45/0.55 ct
 PENDANT Yellow and white gold, burnished finishing, with yellow gold chain. Set with 14 rose-cut diamonds 0.25/0.35 ct



Tulle

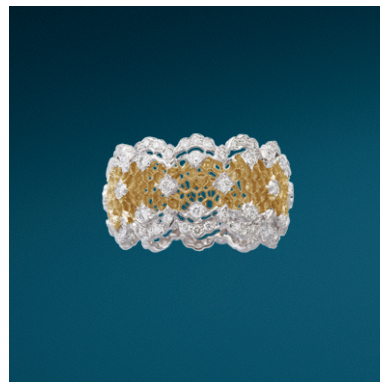
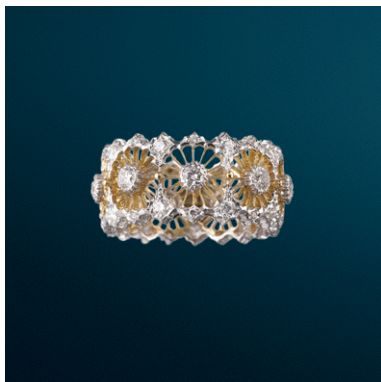
The 'Tulle' workmanship is one of the most complex techniques in high jewelry. It takes nearly a month for the goldsmith to bore a gold plate of half a millimeter by hand and shape minuscule hexagonal cells inside of it. The design comes to light and levitates upon the impalpable honeycomb texture.



Tulle



From left to right
 TULLE "ORNATO" PENDANT EARRINGS White gold. Set with 201 brilliant-cut diamonds 1.90/2.00 cts
 TULLE "ORNATO" PENDANT Obtainable from pendant earrings. White gold and diamonds
 TULLE "ORNATO" BUTTON EARRINGS Obtainable from pendant earrings



From left to right - ETERNELLE RINGS

TULLE "RAGGIERA" White and yellow gold. Set with 8 brilliant-cut diamonds 0,65/0,70 ct and 32 brilliant-cut diamonds 0,55/0,60 ct

TULLE "NUOVO TULLE" White gold. Set with 12 brilliant-cut diamonds 0,40/0,45 ct and 72 brilliant-cut diamonds 0,70/0,75 ct

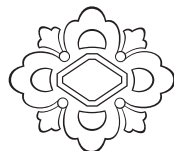
TULLE "GHIRLANDA" White and yellow gold. Set with 110 brilliant-cut diamonds 0,90/0,95 ct

TULLE "ORNATO" White and yellow gold. Set with 88 brilliant-cut diamonds 0,50/0,55 ct

TULLE "BROCCATO" White and yellow gold. Set with 33 brilliant-cut diamonds 0,80/0,85 ct

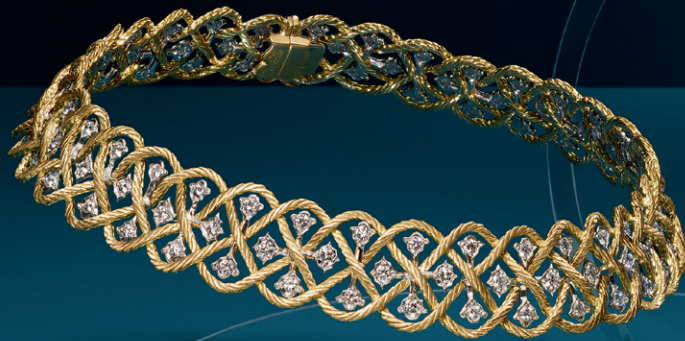
TULLE "RAMAGE" White and yellow gold. Set with 52 brilliant-cut diamonds 1,00/1,05 ct

TULLE "PARIGI" White and yellow gold. Set with 144 brilliant-cut diamonds 0,90/0,95 ct

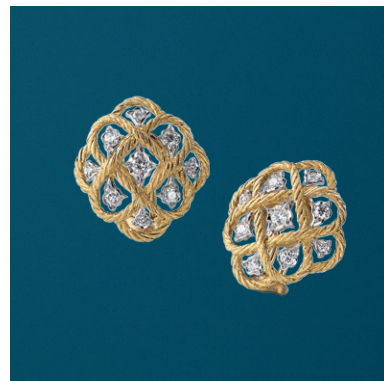


Etoilée

The twisted thread technique is used to obtain a silky effect on gold. In this pattern, the technique is declined with the use of three gold threads untying into rhomboidal elements. Inside, tiny lilies blossom with diamonds.



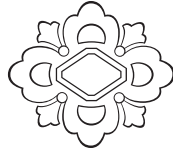
Etoilée



From left to right
 PENDANT EARRINGS Yellow and white gold. Set with 32 brilliant-cut diamonds 0.64 ct
 CHOKER Yellow and white gold. Set with 102 brilliant-cut diamonds 6.8 cts
 PENDANT EARRINGS Yellow and white gold. Set with 66 brilliant-cut diamonds 1.09 cts
 ETERNELLE RINGS Yellow and white gold — White gold. Set with 24 brilliant-cut diamonds 0.80 ct
 BUTTON EARRINGS Yellow and white gold. Set with 18 brilliant-cut diamonds 0.85 ct



From left to right
 NECKLACE Yellow and white gold. Set with 56 brilliant-cut diamonds 2.71cts
 BRACELET White gold. Set with 54 brilliant-cut diamonds 3.55 cts
 BRACELET Yellow and white gold. Set with 121 diamonds 5.27cts



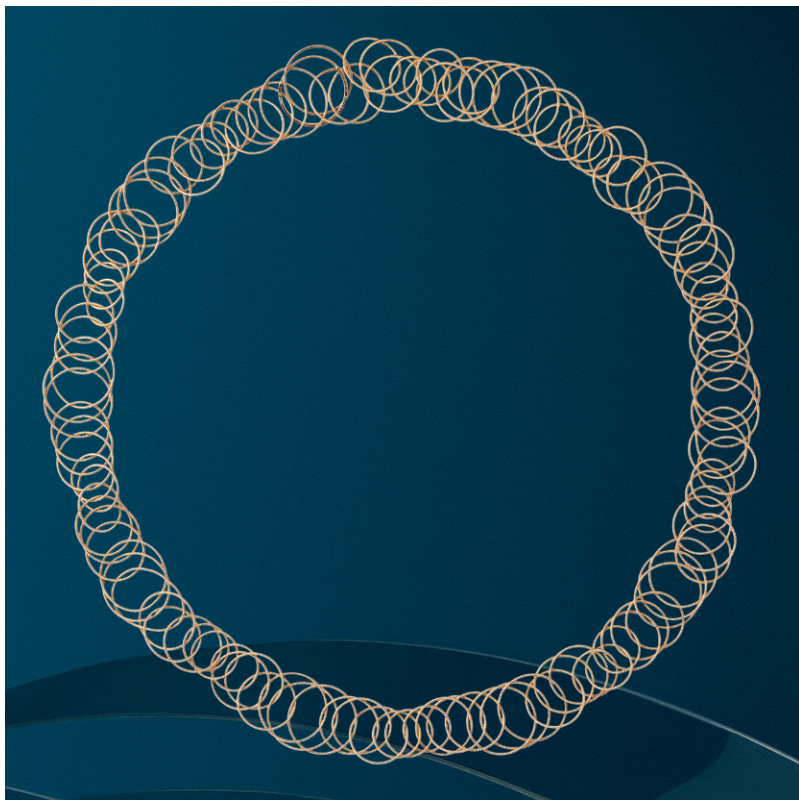
Hawaii

Launched in the 30's by Buccellati, this design is a cascade of tiny gold circles with a milled surface that plays with light and movement. Each 0.6 millimeter circle is welded by hand to create a mobile maze inspired by the Hawaiian welcoming garland.

The gold plate wraps upon itself to create an elegant movement. Little circles are forged with two twisted threads and their union creates the soft Buccellati maze.



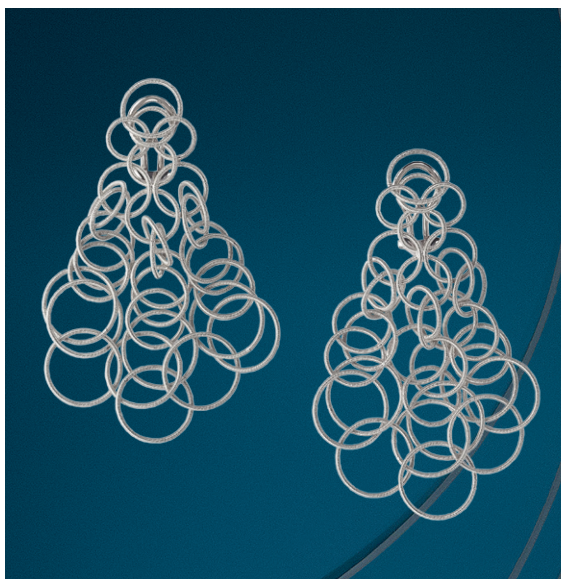
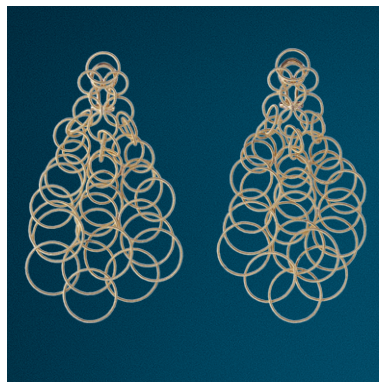
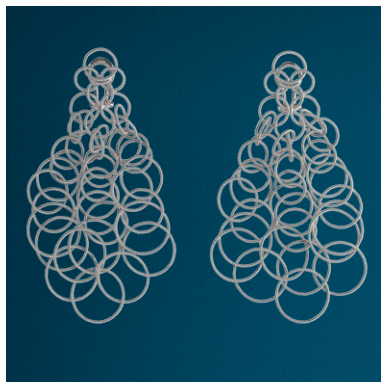
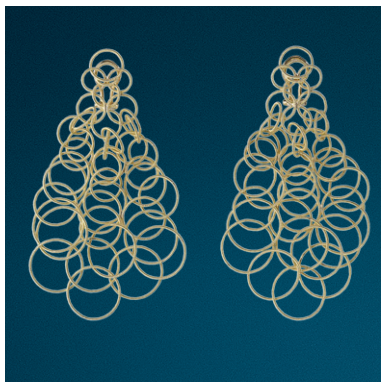
Hawaii



From left to right
HAWAII NECKLACE Pink gold, 48 cm long
HAWAII BRACELET Yellow gold
HAWAII BRACELET White gold



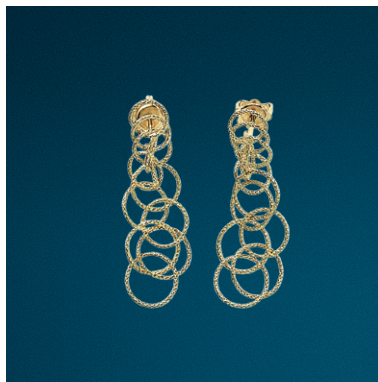
HAWAII NECKLACE Yellow gold.102 cm long



From left to right
 HAWAII PENDANT EARRINGS Yellow gold — White gold — Pink Gold 10,2 cm long
 HAWAII PENDANT EARRINGS White Gold, 7,5 cm long
 HAWAII PENDANT EARRINGS White, yellow and pink gold 10,2 cm long



From left to right
HAWAII "WAIKIKI" EARRINGS Yellow gold, 8,5 cm long
HAWAII "WAIKIKI" EARRINGS Yellow gold, 8,5 cm long
HAWAII "WAIKIKI" EARRINGS Yellow gold, 7 cm long



From left to right
 HAWAII "HONOLULU" NECKLACE Yellow gold
 HAWAII "HONOLULU" PENDANT EARRINGS Yellow gold. 5 cm long
 HAWAII "HONOLULU" PENDANT EARRINGS Yellow gold 10 cm long



From left to right
HAWAII "HONOLULU" BRACELET Yellow gold
HAWAII "HONOLULU" NECKLACE White gold, yellow gold and pink gold

