



THE EXTRAORDINARY
ITALIAN JEWELRY

Through the promotional campaign, **The Extraordinary Italian Jewelry**, the **Italian Trade Agency** showcases the excellence and uniqueness of the Italian jewelry. Through different streams, we create engagement and interaction between brands and communities.

Moreover, we created this newsletter so you can learn and explore all that Italian jewelry has to offer.



The first edition of our newsletter highlights the **fine jewelry market**.

Fine jewelry involves pieces made from precious metals such as gold, silver, or platinum. Additionally, they are often accompanied by precious gemstones such as diamonds, sapphires, among others. Italian fine jewelry represents a legacy of quality and excellence throughout history, being one of the most popular markets within the jewelry industry. We are featuring two fine jewelry Italian brands that represent uniqueness and beauty.

Antonini and **Giovanni Ferraris** are two traditional jewelry companies that transform magic into real life.



ANTONINI MILANO

ANTONINI was founded in 1919 and since then it has renowned reputation of creating unique fine jewelry pieces. Currently, **ANTONINI** is celebrating 100 years in the making with their collection named "*Anniversary100*". The whole collection is made in gleaming gold! Click in the link below to see more of this beautiful collection.

[Discover the brand](#)



GIOVANNI FERRARIS

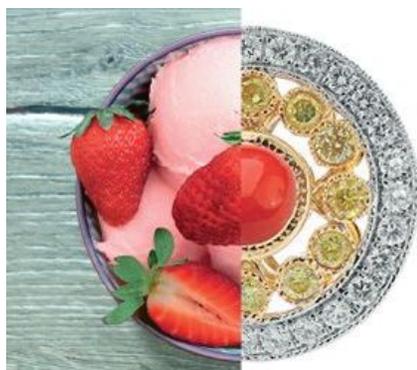
GIOVANNI FERRARIS was established in 1985. Today, they celebrate a legacy of unconventional and fine jewelry pieces that align with the Italian traditions. The rings in the right picture belong to the collection "*Fraganze*" which recalls to the creation of dreams and memories. Click in the link below to see the stunning pieces.

[Brand page](#)

Don't forget to follow us on our social media to keep up with the latest Italian Jewelry brands!



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