



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.



ITALY. WHERE EVERY MOMENT
BECOMES PRECIOUS.

This edition of our newsletter will shed light on the extraordinary **Italian Red Coral**. Red coral is renowned in Europe as the *corallium rubrum* is fished all over the Mediterranean, but most of the processing takes place in Italy.

The Italian jewelry market has excelled in the use of red coral to create beautiful and unique pieces. However, it is not easy to create such unique jewelry pieces. Jewelry brands require a specialized and creative team that can shape and design the coral in order to create earrings, rings, necklaces, among others.

ANTONINO DE SIMONE and **AUCELLA** are two versatile jewelry companies

that bring the historic red coral to life through their jewelry pieces.



ANTONINO DE SIMONE

ANTONINO DE SIMONE is a historic Italian jewelry brand that has been in the market since 1830. The brand represents the quality and specialized work of artisans who create exquisite pieces from coral. The coral comes as the raw material, and through laborious handwork and specialized machines, it is brought to life in stunning jewelry pieces. The creative staff designs amazing pieces ready to bring light to any outfit.

Click on the link below to see some of the masterpieces that **ANTONINO DE SIMONE** has to offer.

Discover the
brand

AUCELLA
DAL 1930

Since 1930, **AUCELLA** has provided the world with beautiful coral in different shapes and sizes. The pieces are created in Torre del Greco and distributed all over the world. The brand provides both the raw coral and the jewelry produced with it.

AUCELLA also provides gorgeous semiprecious stones such as pearls, turquoise, onyx, and even diamonds!

Click on the link below to see more of their beautiful pieces created through their +90 years of experience.

Discover the
brand

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



Visit our
Website



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