



BUCCELLATI

MILANO DAL 1919

TIMELESS BEAUTY



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1919 - Buccellati's first store at Via degli Orefici in Milan

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 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) 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, just like they are still doing today. He worked with his bro-

ther 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 decides to part and at the same time he gives new impulse to the development of his company: a pioneer like his father in the US, Gianmaria is the first Italian jeweller to set up a shop in Hong Kong

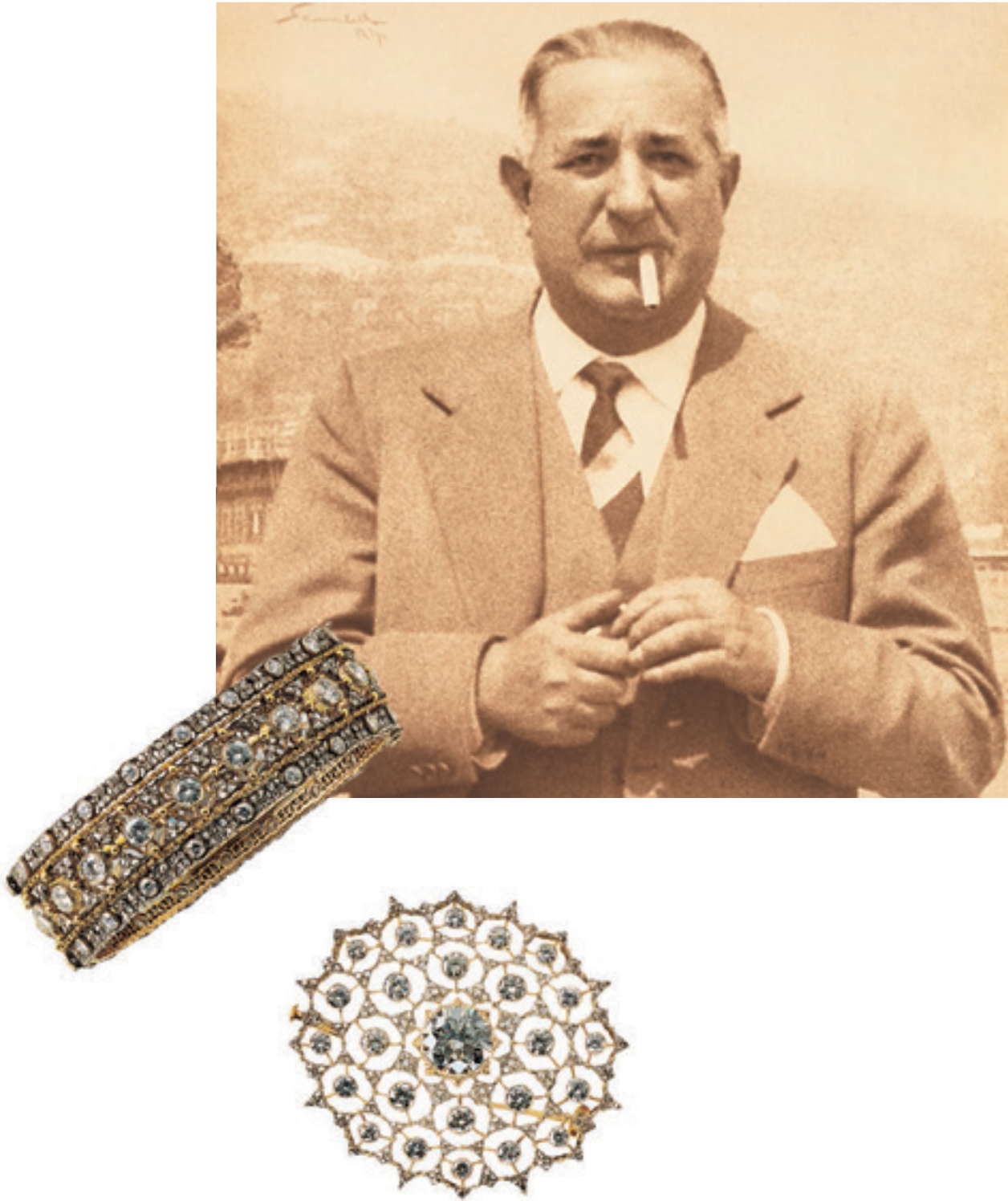
in 1970, followed by Tokyo, Osaka and Nagoya in the next few years. And the run never stops: Gianmaria decides to redevelop his business in Europe and in 1979 the brand becomes the first Italian one to launch a boutique in the world-famous place Vendôme, where all the jewellery gothas are present.



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.



“Time present and time past
are both perhaps
present in time future,
and time future
contained in time past”.

Thomas Stearns Eliot (1888-1965)



Tulle bracelet by Mario Buccellati, 1925. Courtesy of Gianmaria Buccellati Foundation



The Buccellati Workmanship

The craftsmanship of Buccellati jewels is unique and dates back the Italian Renaissance goldsmith's "bottega", the atelier where sumptuous creations took birth and still do, thanks to the dexterity of master artisans.

Today as yesterday, with patience and great manual skills, the craftsmen pierce again and again, up to the smallest and most delicate of pattern, to obtain the honeycomb golden cells composing a Buccellati jewel.

And the extensive use of texture engraving remains one of the most identifiable element of the all Buccellati jewels: a precious technique that attracts and gives off the light offering the most beautiful reflection on the surface.



Creating an Eternelle ring is a patient step-by-step process. From top left and clockwise, the artisan starts by creating the gold thin plates that will form the ring, and then he divides all the spaces among the shapes with an engraving compass and draws with some ink the points where he will have to drill.

Once drilled, the plates are soldered to one another. In the "Rombi" Eternelle ring, the two thin white gold plates are used for the borders, while on the previously drilled plate in yellow gold some beads in white gold are applied, thus creating a contrasting effect on the yellow gold surface and adding volume to the surface.

There is a first cleaning phase called "ad ascia", where some cotton threads are soaked with abrasive pastes and all the holes of the object are cleaned and polished, ready for hand-engraving and stone-setting.

Engraving allows all Buccellati jewels to a "silky effect": using the burins requires a huge dexterity and ability, because, like any other manual precision tool, it must be used with the right cutting angle, the right sharpening and finishing. The result is amazing: endless light games, soft and sensual reflections, refined and incomparable particulars.

Before undergoing a quality-check, the ring is cleaned one more time and rhodium-plated, by applying a layer of special enamel protecting yellow gold by the galvanic bath. This final phase shall give the white gold an even more brilliant effect and shall prevent oxidation.

JEWELS

Buccellati jewels are an explosion of beauty, the most ancient and noble goldsmithing tradition becoming a work of art for connoisseurs.

Precious gems and diamonds set in marvelous designs, engraving techniques transforming gold plates into light and elegant fabric-like motifs, silky surfaces capturing the light, and a passionate and feminine look trespassing trends and time.

Buccellati is a style, and each one of its jewels is a milestone.





















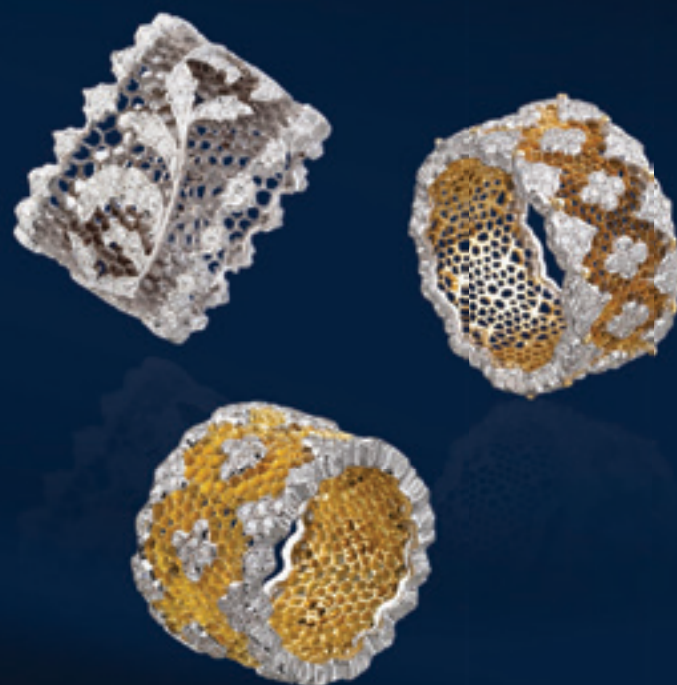
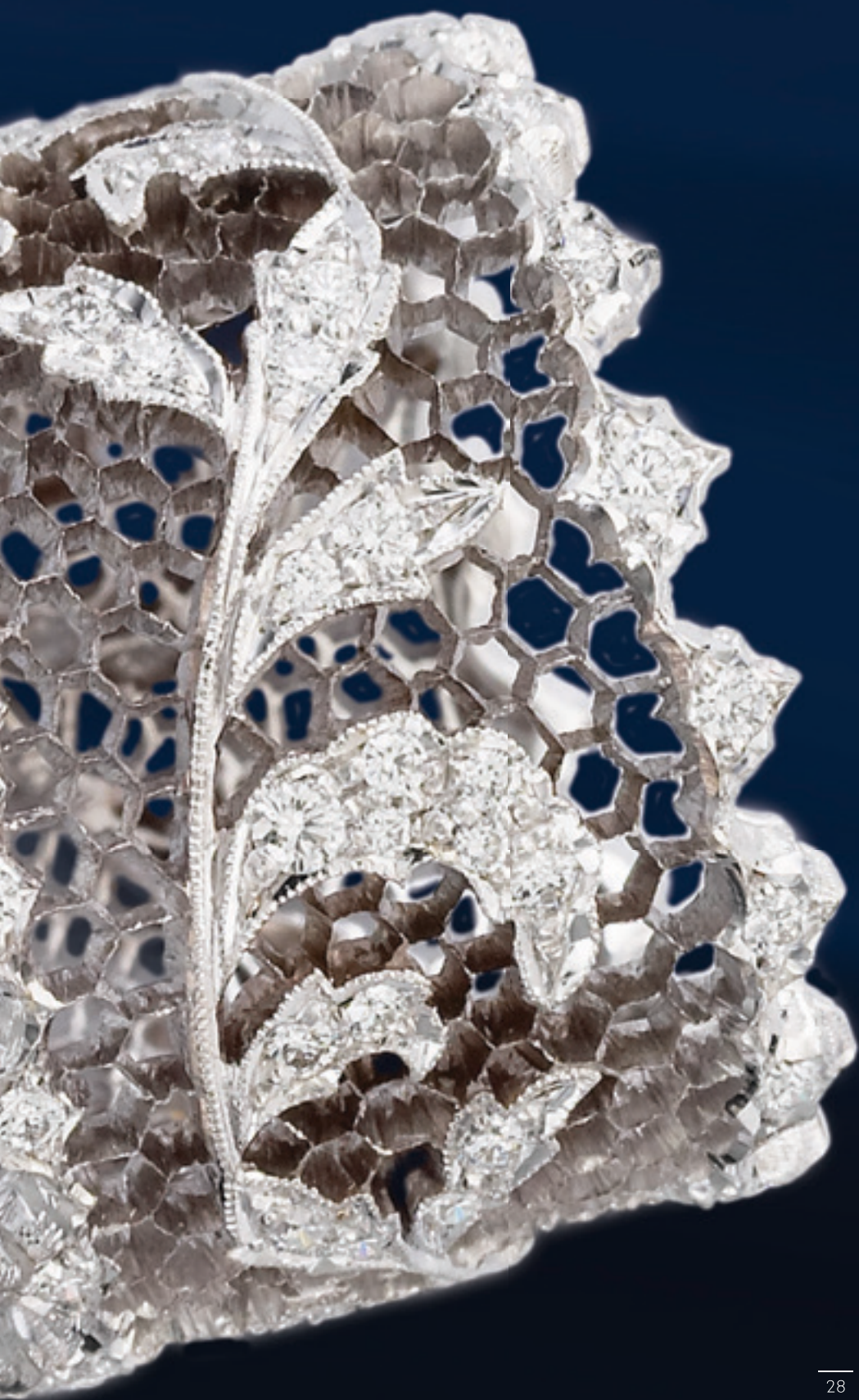














































ROMANZA

The best and most beautiful things in the world cannot be seen, nor touched, but are felt in the heart, and that's why the inspiration of each ring of the Romanza collection comes from Love, the most intangible and inexplicable feelings of all, and it is dedicated to it.

Lucrezia Buccellati has conceived new designs for this collection, then developed by using the traditional workmanship techniques of the House and the engraving techniques that make the uniqueness of every Buccellati jewel.

A Buccellati engagement ring is not a gift for someone you can live with, but for someone you can't live without; it is the seal of a promise, the materialization of a dream, the unspoken words between lovers. All in one.









JEWELLED WATCHES

The jeweled watches have an essential shape that welcomes the setting of diamonds or colored gems as a more precious means of reading time. Perfectly adaptable to all occasions and dress, the jeweled watch magically takes on the personality of the woman who wears it.

The gold maximizes the preciousness of the object and the light of the diamonds enhances the liturgy of time, and the gems exalt a strong personality, made of unmistakable character and brightness.

The superb artisanal mastery confirms once again the height of the Swiss watchmaking art and of the Italian high-end goldsmith's art of Buccellati.



















GENTLEMEN

To measure time, it is necessary to decide “when” and “how” to act. Hiding, but always present behind the “when” is the measurement of time.

The Buccellati watches represent pure perfection, the absolute sublimation of the empiric concept of time measurement, a historic moment; they perfectly combine beauty, sweetness, power and strength.

Timepieces expressing a solid tradition and an unforgettable design.

Buccellati has also designs and handcrafts some one-of-a-kind cuff-links, both in gold or with precious stones: it is a different proposal to give a hint of eccentricity and elegance to formal dressing and everyday style.

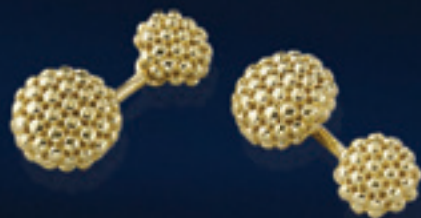


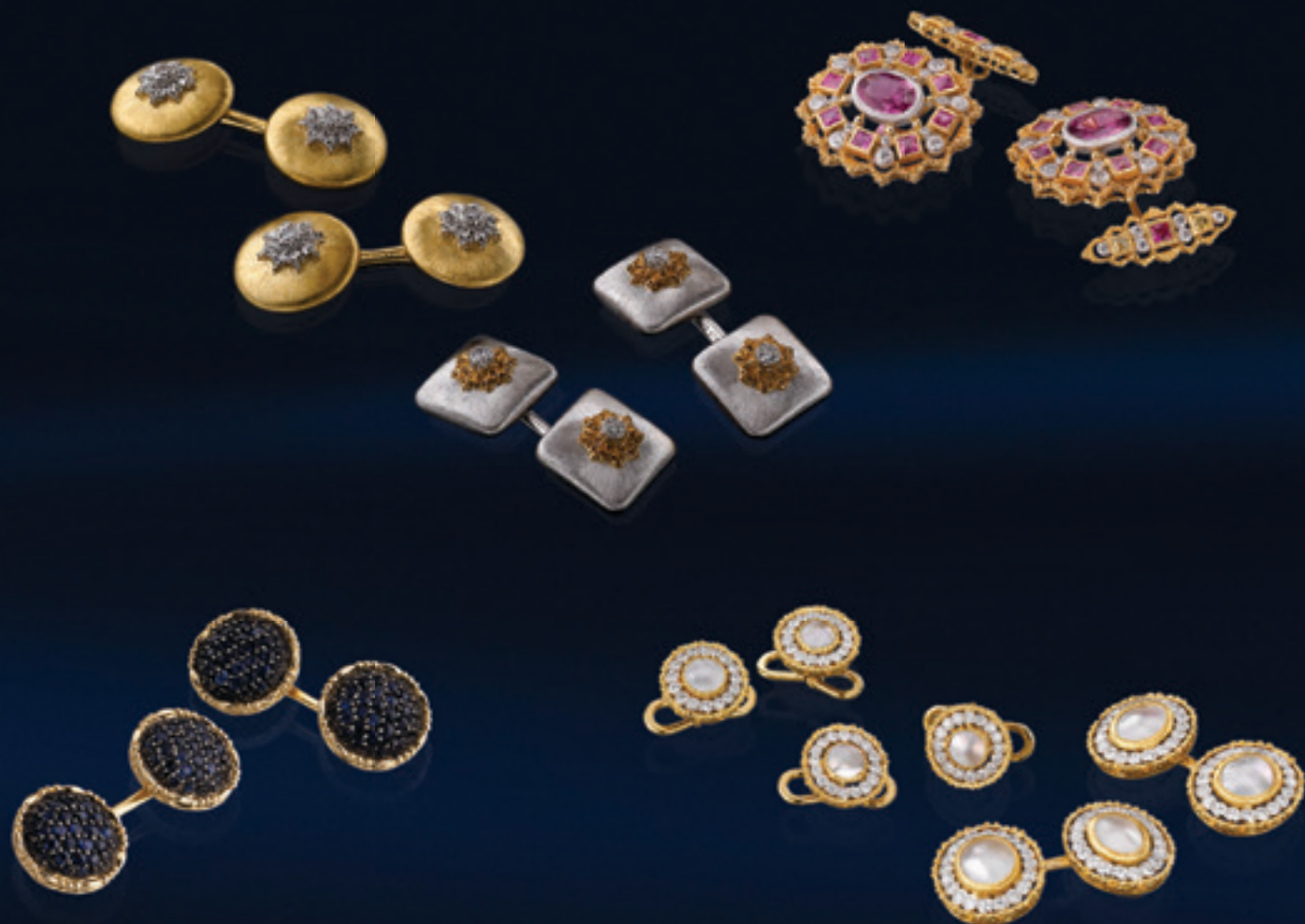














SILVER

Silversmithing is a very old craft and silver, as an aristocrat among materials, has always symbolized status, wealth and dignity.

Buccellati still crafts his silver creations in the manner of ancient master smiths, and he still designs personally every item carrying his Name. That's why Buccellati is not a silver factory, rather, it is a silver smithy. At Buccellati, each piece gets the individual attention of a skilled silver smith, who has spent a lifetime perfecting his craft: it takes weeks, often months, to create a Buccellati one-of-a-kind piece.

The giftware collection originally included leaves and flowers, later enhanced by frames, caddy spoons, desk accessories and many other items for home and office decoration.

































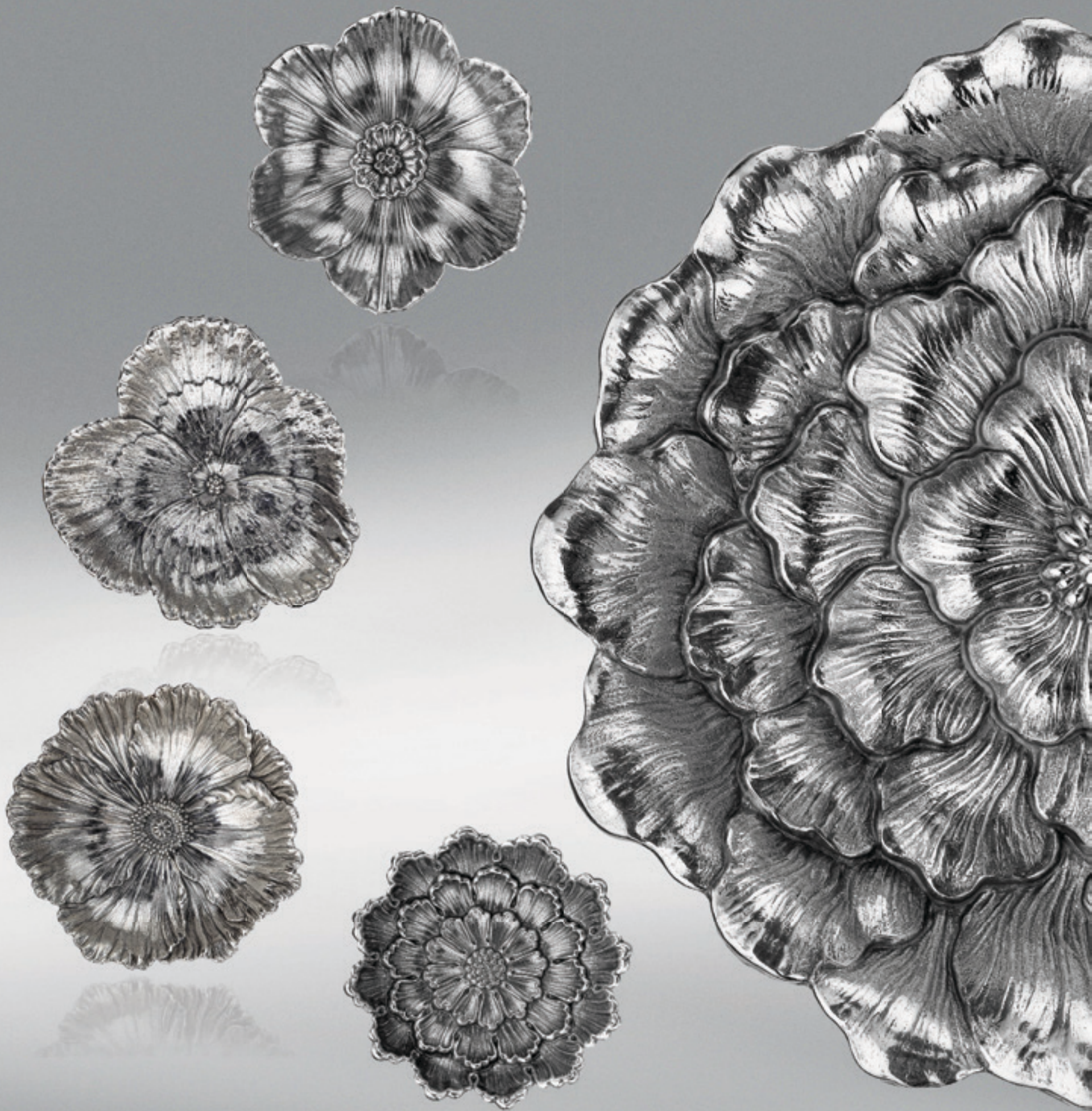














FLATWARE

Today, the Buccellati flatware is famous throughout the world and represents the core of the silver production of the House. The Buccellati flatware is produced with designs and production techniques which are faithful to tradition. Every piece must go through forty steps of workmanship, and this is normal for a brand which has based on “hand-made” products its creed and way of life.

The silver flatware is one of the successful histories for Buccellati. A wide range of patterns is available, starting from very essential designs to the baroque and impressive ones. Each piece is produced to obtain the best quality and refinement, a result to be reached through the work of skillful and passionate artisans.















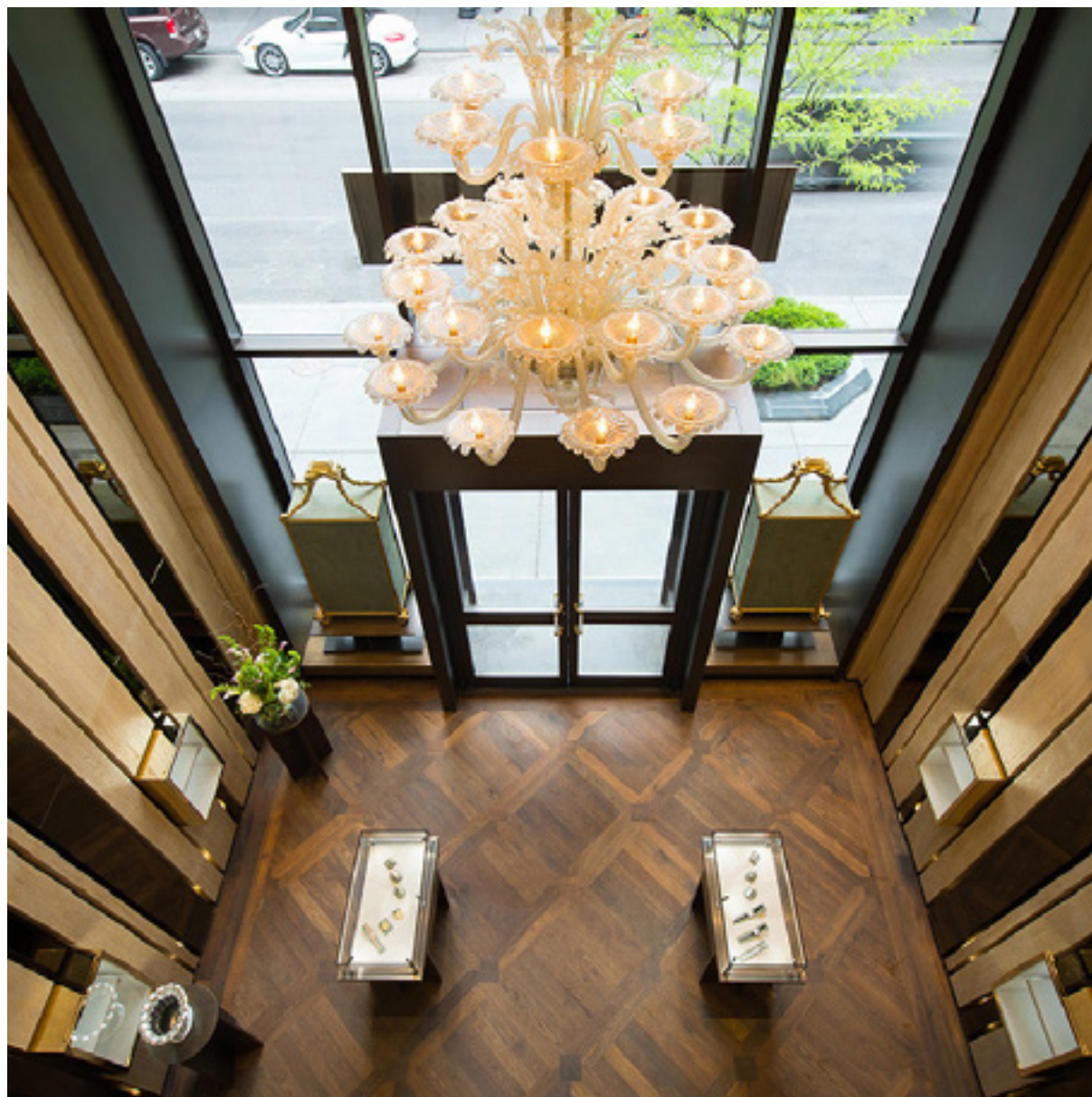


UNICA COLLECTION

Typically inspired by Leonardo da Vinci, Buccellati proposes prestigious iPhone and iPad covers, in engraved gold and diamonds: an unexplored and intrepid frontier, a brave enterprise to conceive new objects embellishing our daily life and gestures.

Above all, it is a challenge aiming to create a perfect marriage between the goldsmith tradition, which is the characteristic Buccellati is world famous for, and the most extreme and widespread technological devices, a true bridge between past and future, that is between the manual workmanship techniques and the evolution of communication.

Every item is unique and one-off, as well as customizable according to the client's tastes.



MILAN
VENICE
FLORENCE
CALA DI VOLPE
CAPRI
PARIS
LONDON
MONTE CARLO
MOSCOW
DUBAI
NEW YORK
CHICAGO
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BEVERLY HILLS
ASPEN
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