



BUCCELLATI

MILANO DAL 1919

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 favorite 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, by combining it with his interest and attraction for the Venetian art. Each of his creations held a rich textural quality and resembled sumptuous fabrics, delicate damasks and Venetian laces. Age-old engraving and chiseling 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 Italy, 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 so, in 1925, he opened two 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 just one year later, in 1952, he went on with a second branch on 5th Avenue and inaugurated a seasonal shop on the famous Worth Avenue in Palm Beach.

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When Mario Buccellati passed away, in 1965, four out of his five sons took over the family business, and among them Gianmaria (1929-2015) 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 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: Gianmaria then decided to give 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 it remained until January 2016, then moving to the legendary jewelers' street, rue de la Paix nr. 1.



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 and Creative Director of the Buccellati Group.

In the purest Buccellati style, where all creative skills 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.

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In the course of decades, Buccellati widened its creativity to silver objects, most of them one-of-a-kind creations, and all marked with the typical style which is admired all over the world. In recent years Buccellati furtherly approached the world of watches, by creating men's and ladies' timepieces which are a must for collectors.



The Buccellati craftsmanship and tradition can be found today in all Buccellati jewels, watches and silver pieces, all executed with top level techniques and fine hand-engravings creating a delicate and



distinctive aesthetic sensibility and inspiring and elegant and delicate femininity.

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 for its timeless beauty.

