

# Diva Gioielli

*Brand Overview*

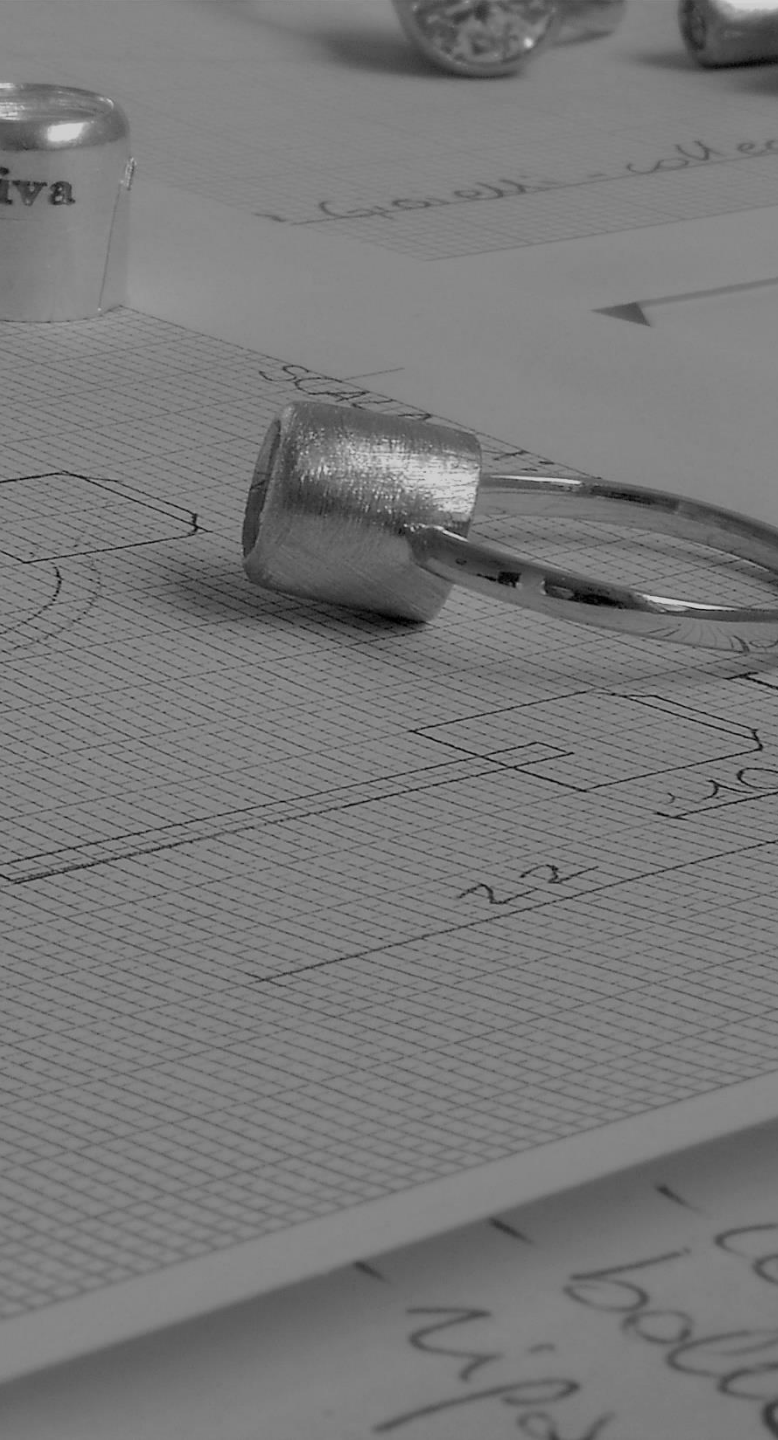


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*We design and produce exclusive pieces of jewelry in sterling silver for the contemporary woman.  
The quality and craftsmanship of our jewelry embodies the Made in Italy values of excellence.*

Nicola Zuiani  
*President and owner Diva Gioielli*





# Diva Facts and Figures

- Diva is a company that designs, produces and distributes 925 sterling silver jewelry under the Diva Gioielli brand. Diva can also offer customized collections on request.
- the Diva Gioielli brand is distributed in Italy and overseas.
- 30% domestic revenue and 70% (ever increasing) overseas revenue
- distribution channels: traditional jewelry shops, concept stores, multi brand stores, jewelry chain stores, galleries.
- 200 of points of sale
- 6 agents in Italy
- 3 distributors in overseas countries
- 2 new collections per year
- Retail price: from €25 to €250, average best seller price €65

# About Diva

Diva is an Italian company that handles the entire process from concept, design and production through to distribution of its collections, all made of 925 sterling silver.

With a solid foundation in the traditional jewelry market, it brings together knowledge of production techniques with the best craftsmen in the silver districts in Italy. In 2012 the company launched Diva Gioielli Collections, to resounding success both in Italy and abroad.

True to its original family structure and identity, Diva today is an emerging reality in the luxury design market.

# Market positioning: Affordable Luxury

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In a very dynamic sector, the company has positioned itself in the luxury range, accessible but with a distinctive, edgy design, branded Diva Gioielli.

Lifestyle jewelry that combines the objective value of silver  
with unique design and Made in Italy craftsmanship

*“The result is that you have in your hand a piece that has all the hallmarks of having been made in gold. It feels altogether more precious, refined and elegant. The perception of the piece is higher than the price”.*



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# A name, a destiny. Who is Diva?

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Founded in 1975, the company was a family affair right from the beginning. Named for his wife Diva, Pierino Zuiani shared responsibility for running the company first with her, and then with his son Nicola, who carries on the family tradition to this day.

The company took more than just its name from Diva Concil. It is imbued with her sense of family, and respect for relationships.

*I see beauty in the everyday. I want to celebrate the harmony that exists in order and simplicity. The company needs the same care I give my family. I come to the office every day because this is not just my profession, it's my passion.*

Diva Concil in the Sixties, Founder



# Heritage and Ethics

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**Culture and heritage:** A tradition of respecting artisanal processes in jewelry making results in finely crafted pieces.

**People first**

- ✦ 100% Made in Italy, right down to the packaging, to help foster the business community it springs from

**Eco conscious**

- ✦ Diva has a firm commitment to recycling and using ecologically sustainable materials and methods

**Corporate social responsibility:**

- ✦ Ongoing collaboration with local organizations dedicated to cancer research
- ✦ Support for rebuilding the communities damaged by earthquakes in Emilia Romagna (2012), and in the Marche, Lazio and Umbria regions (2016)
- ✦ Fostering the development of young jewelry designers and artists. Through partnerships with the Università degli Studi di Udine and the Istituto d'arte Sello, Diva is involved in collaborative projects in jewelry design courses and offers internships to students of design and social communication.

# The Diva Gioielli's values

## WHO IS DIVA?

I am. Like all self-made women, I love my work, and love to travel. Contemporary cities, with their architectural landscape and culture, inspire my visions, my work, my life.

## WHAT ARE THE VALUES OF DIVA?

Look at the map - you can find them with the ♥

### FASHION IS A SERIOUS THING

Fashion is a serious thing: the hashtag created by Diva's crew to underline the strong Italian expertise that brings to life the ideas of fashion designers. It means that the Italian craftsmen use time-honored skills to best interpret what designers request nowadays.

### SAVE THE EARTH!

Save the Earth! We love our planet so we are engaged in doing business ethically. We have always crafted our jewelry in 925 silver, a material that is endlessly recyclable, so we are proud members of the circle economy. And we use a new packaging made totally from recycled paper.

### ADVERTISING

Diva Gioielli's iconic advertising.

## WHERE IS DIVA?

You may be close to a Diva. You can recognize a Diva from her style and accessories that mirror the skyscraper skyline. And no one can stop her drive to get to the top.

## WHY NEW YORK?

New York is full of possibilities and one of the most exciting cities in the world. It is global and inclusive.



### CONSCIOUS WOMAN

Diva's thinking is "woman first" and "Conscious Woman" is the program to sustain projects that enhance women in Italy and in the world.

### DIVA CONCIL

Diva Concil's statue. She's the founder of the company that is now led by her son Nicola Zuiani.

## IN SHORT

Diva Gioielli is the most important reference jewelry brand for the self-made woman.





# The Diva Gioielli's ultimate collections - Eclisse



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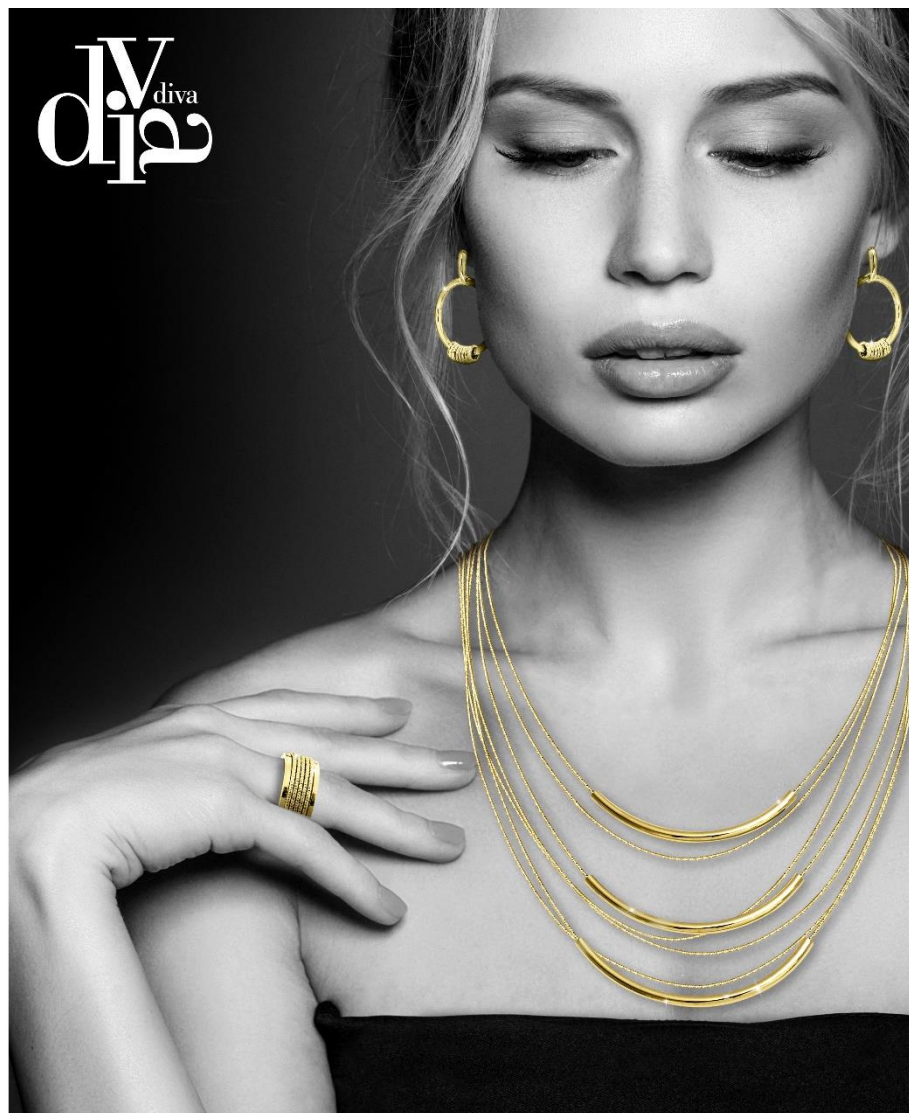


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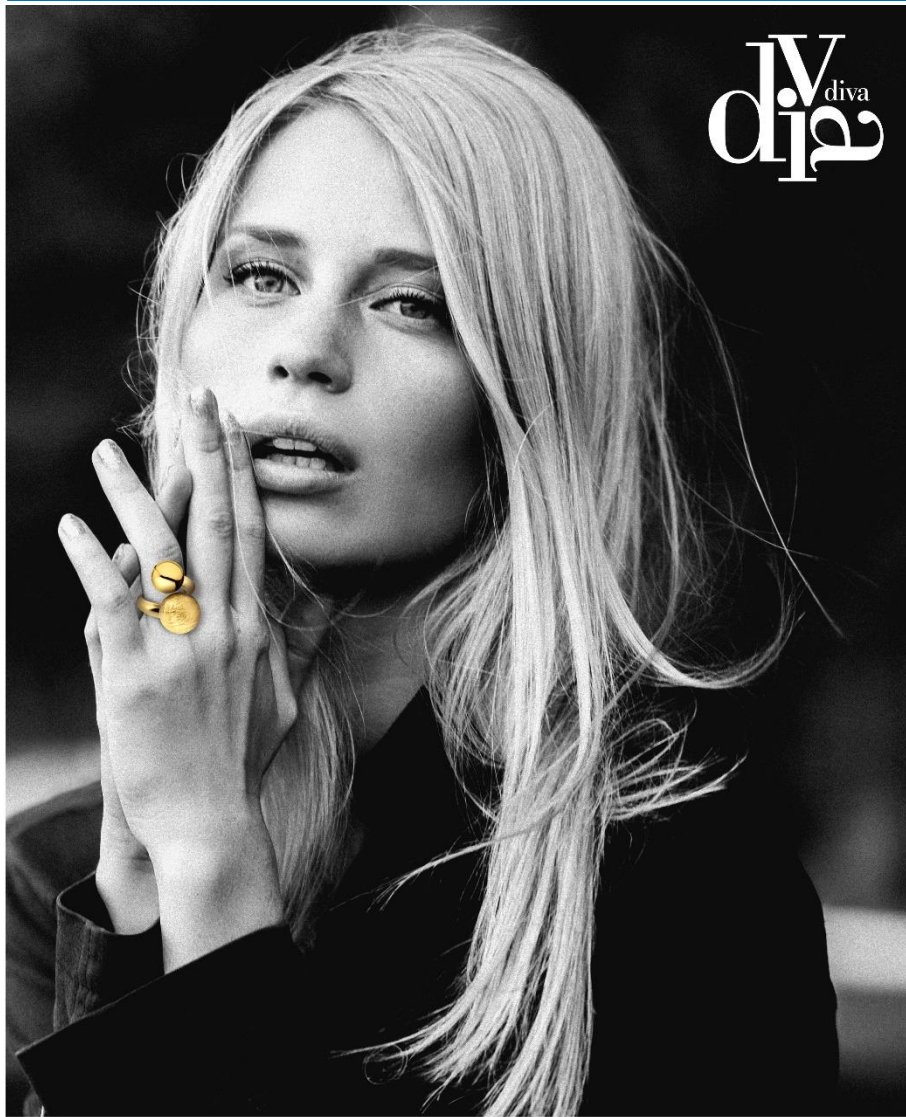


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## The Diva Gioielli's ultimate collections - Led



# The Diva Gioielli's ultimate collections - Luce





# The Diva Gioielli's ultimate collections - Ray



# Diva's Customer Profile

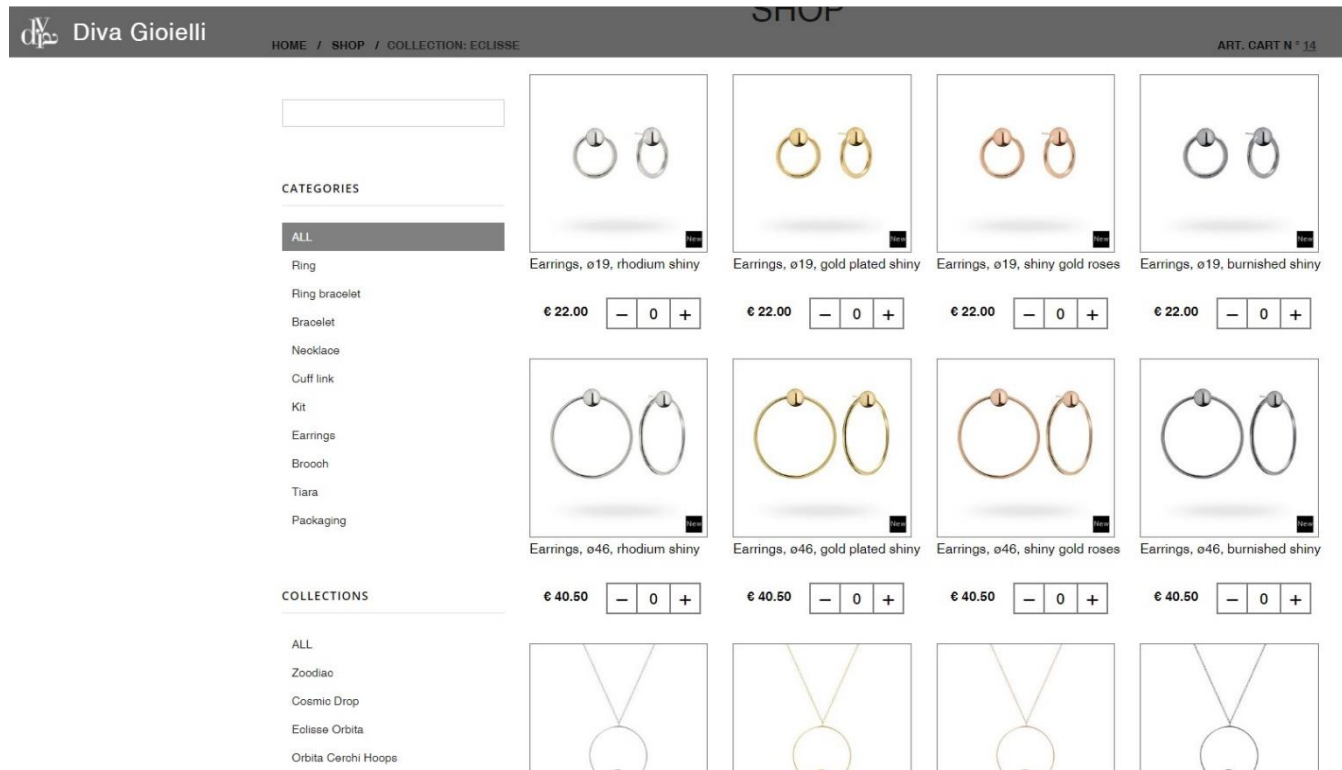
- ✦ Self-made woman
- ✦ Millennials, Gen-X women
- ✦ Interested in fashion and trends
- ✦ Appreciative of originality and one-off designs
- ✦ Chooses and buys her own jewelry
- ✦ Uses jewelry to enhance and define her presence
- ✦ Likes to experiment and mix things up
- ✦ Appreciates high quality



*"Please consider that our customer-type is a contemporary woman who wants to define her outfit with originality. She is very dynamic, autonomous and exercising an independent professional activity. She loves culture, fashion jewelry with original design. She buys jewelry for herself. This is very important because you have to propose our jewelry in shops where this woman goes. This can also be considered as a new segment of sales".*



# The tools for your web business



Our staff put directly at your disposal all the images and descriptions you need to activate and up to date your shop online or your website. Your digital work it is easier with Diva.

# Post sales service – Repairs, renovations and other

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- ✦ Your tailored piece: we can do your piece on size, but please ask what time it takes to have it!
- ✦ Silver is very smooth and could be that wearing it many many times it becomes less shiny or with some scratches. We can renew it with a polishing step followed by galvanic to give it a new life
- ✦ The same if your customer lost one earring: we do all our best to give you the missed piece
- ✦ RE-ORDERS: we don't ask a minimum amount. You are free to select the pieces you need for your stock (but please consider the transport costs!). To place an order you can use our ONLINE CATALOG. Ask now your credits to access.

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