

“What truly remains, when everything fades away?”

Family, love, and memories. That’s where it all began.



Interview with Valentina Zambon – CEO & Founder of Woodstock Zambon®

Valentina’s story and the reason why Woodstock® is more than just a brand.

Woodstock Zambon® was born from a simple yet powerful question:

“What truly remains, when everything fades away?” Things break. They get lost. But memories endure. That’s why Valentina chose to create pieces that speak of journeys, emotions, and transformation. Jewelry and watches designed as meaningful gifts created to preserve what truly matters. It all began with a suitcase full of dreams, a map engraved on her wrist, and the desire to make a difference.

One story at a time.

1. How was Woodstock Zambon® born in 2013?

It all started with a passion for vintage and for objects that tell a story. I loved clothes that carried meaning, details full of life.

But I felt something was missing something of my own, something more personal.

That's how the idea was born: to turn memories into wearable objects. Not just beautiful, but emotionally charged.

Not simple accessories, but symbols.

2. Who are you really, behind the brand?

I'm Valentina. Someone who loves to travel, write, observe the world, and find beauty in small things.

I created this brand like a diary you can wear made of details, emotions, and small personal revolutions.



3. What was the first engraved watch?

It was for me. With the coordinates of a place I held in my heart.

I didn't want to forget it. And I still have that watch today. It reminded me of who I was, even in my most uncertain moments.

4. What does it mean for you to engrave a memory?

It's like freezing time. Not just to remember, but to honor it. It's a sweet and powerful way to say: "This moment matters. This bond remains." Even if it's just for yourself.

5. What makes an engraving special?

The fact that it's never just a phrase. It's a reminder. A dedication. A whispered truth. It's like saying: "This moment has meaning, and I don't want to let it slip away."

6. Who do you create for?

I create for people in transition. For those starting a journey—maybe in a new city, a new phase of life, or within themselves. For those who want to celebrate, remember, or be reborn. Or for those who want to give a heartfelt gift and say:

"I see you. I remember you. I carry you with me."



7. What does “travel” mean to you?

It’s not about catching a plane. It’s about coming home truer, stronger, more aligned.
It’s learning to let go, but also choosing what to carry with you forever. To me, an engraved jewel is
just that: An invisible compass, reminding you of your path
Even on the days when it feels lost.

8. If you had to describe Woodstock with one image?

A surfboard in the open sea, at sunset. Alone. Balanced between silence and vastness.
That’s where you find yourself again. And realize some emotions are meant to be worn.

9. How do you want people to feel when they step into your world?

Special. I want everyone who visits my website or boutique to feel they’re in the right place.
To understand that here, we don’t just talk about products we talk about emotions.
To feel welcomed. Understood. Inspired.

10. What’s your guiding phrase?

“Let it be forever.” Because an engraved object is so personal that, even if you give it away,
you leave a piece of yourself inside it.

11. And if Woodstock were a person?

She’d be a traveler who wants to make a difference in the world with wind-blown hair and a tropical
flower behind her ear. She’d love animals, the sea, and people.
She’d be strong, but never harsh. An energy that makes itself felt with nothing but a smile.

12. What memory made you realize you were on the right path?

One customer once told me: “Every time I look at this watch, I’ll see a bit of you in it.
It’s like carrying a piece of you with me.” That’s when I understood I wasn’t selling objects—I was
creating emotional bonds.
And from that moment, I never stopped.



Every piece I create is a fragment of something I've lived.
A journey. A phrase. A memory engraved in time.
If Woodstock exists today, it's because I needed to remind
myself of who I am. And now I do it for others. Because every
story deserves to be carried with us.
Forever.

— Valentina Zambon

Woodstock Zambon® – Jewelry for travelers. Watches that tell your story.