

CAMMILLI, JEWELRY WITH AN ARTISTIC SOUL

Sculptural design in eight refined shades of 18kt gold: for over forty years, Cammilli creations have embodied the perfect fusion of artistic talent and goldsmithing excellence, in the finest tradition of Made in Italy. In 1983, the Florentine painter and sculptor Annamaria Cammilli invented a unique jewelry style that continues to live on in the Maison's creations today, shaped by the expert hands of designers as true miniature sculptures. The fluid, three-dimensional shapes are enhanced by the iconic Aetherna velvety finish and enriched with eight sophisticated shades of 18kt gold. Every detail tells the passion of the Cammilli master goldsmiths, who are able to transform each piece of jewelry into a timeless work of art.

Annamaria Cammilli's jewels stand out on the international scene for their strong artistic component, recognizable in the original design and unmistakable sculptural appearance of the volumes. A three-dimensionality emphasized by the special velvety finish of the gold surfaces Aetherna, giving life to unprecedented plays of light and shadow on the Maison's 8 sophisticated shades of gold. Unique features that for over 40 years have expressed a perfect combination of creative talent and goldsmith specialization.

Thanks to the ancient method of lost wax casting, the prototype of each jewel is rigorously handmade. The expert hands of Cammilli's designers mold unprecedented shapes in wax, generating true **miniature sculptures**: this is the secret of the extraordinary three-dimensionality of Cammilli jewelry, of volumes that convey the illusion of constant movement. The first shape carved in wax is subsequently replicated through **lost wax casting**, which allows the sinuous shapes resulting from the hands of the creative team to be enhanced and imprinted in gold. In this process sculptural skills, decades of experience, creative flair and meticulous attention to detail come together to create ever new and unexpected forms, the direct result of an **artistic talent that cannot be reproduced** or imitated.

The three-dimensionality of the shapes is enhanced by the alternation between the polished surfaces and the special **velvety finish of gold** that gives the jewels an original and recognizable aesthetic impact. **AETHERNA** is the exclusive gold finishing method that has always distinguished Cammilli's jewels: a secret recipe handed down over time, resulting in a silky appearance that remains **unchanged over time**.

Finally, there are Cammilli's famous **eight colors of gold**. An expedient to expand the creative possibilities by playing with different shades, and at the same time allowing each woman to choose the nuance that best suits her personality and skin tone. The colors available are sophisticated and different from each other: eight unique shades, ranging from the timeless *Yellow Sunrise* to the unusual *Black Lava*.



OVER 40 YEARS OF SUCCESS

It was 1983 when Annamaria Cammilli, painter and sculptor, founded a company on the basis of her artistic talent, giving life to sculptural creations that stand out for the exceptional plasticity of their shapes. Over the years, her unique way of making jewelry has become **a true style, an original and very recognizable creative message.**

Exclusive design, **high manufacturing quality** and a **100% Made in Italy** production: these are the values that have allowed the company to constantly renew itself over time, without giving up a coherent style nor accepting compromises on quality. The unique features of Cammilli's jewels have made the brand famous worldwide, and today the collections are distributed in the most exclusive jewelry stores, frequented by a sophisticated clientele with a passion for design.

Florence is the natural habitat of all this, immersed in the eternal beauty of the Renaissance, but also a brilliant city of fashion, sparkling and contemporary. It is no coincidence that **Cammilli flagship store** is located right in the heart of art and beauty, in front of the symbol of Florence, Palazzo Vecchio.



CAMMILLI ACADEMY: The crucial role of training

Cammilli continues to grow also thanks to an investment policy aimed at increasing the distribution of the brand, its notoriety and awareness of the added value of its products. Like the important investment dedicated to training witnessed by the inauguration in June 2022 of the **Cammilli Academy**, a state-of-the-art facility dedicated to training the sales personnel of the dealers who present the brand all over the world. An experience offering the participants not only the opportunity to learn how to effectively convey the special features of Cammilli jewels, but also to live an immersive experience in the heart of Florence, to discover the origins and true essence of the brand. An initiative that tells about the desire to continue to fuel growth, bringing the pervasive beauty of Florence and the savoir-faire of its master goldsmiths to the world...enclosed in a jewel.

