

GOLD ART

ITALIAN JEWELS

COMPANY PROFILE

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OUR STORY

Gold Art was founded in 1978 by Domenico Tavanti. Very young, he decided to combine his artistic talent as a gold jewelry modeler with his innate entrepreneurial instinct.

From the beginning, Gold Art established itself as a global leader in the goldsmith industry, rising to gain international recognition for its unique Made in Italy high quality workmanship.

Initially aimed at providing finished products for wholesalers, since 2000 Gold Art has also become a point of reference on the semi-finished product panorama. Today, Gold Art has become an important Group in the world of jewelry with the incorporation of significant brands.

In 2005, the second generation of the Tavanti family joined the Group with the arrival of Monia first and then Chiara in 2010, daughters of the founders and an active part of the new management to whom the great change was entrusted.

In 2011 Gold Art obtained its metals bank license. This allows us to employ our know-how to the advantage of those wanting to invest in something solid: investment gold.

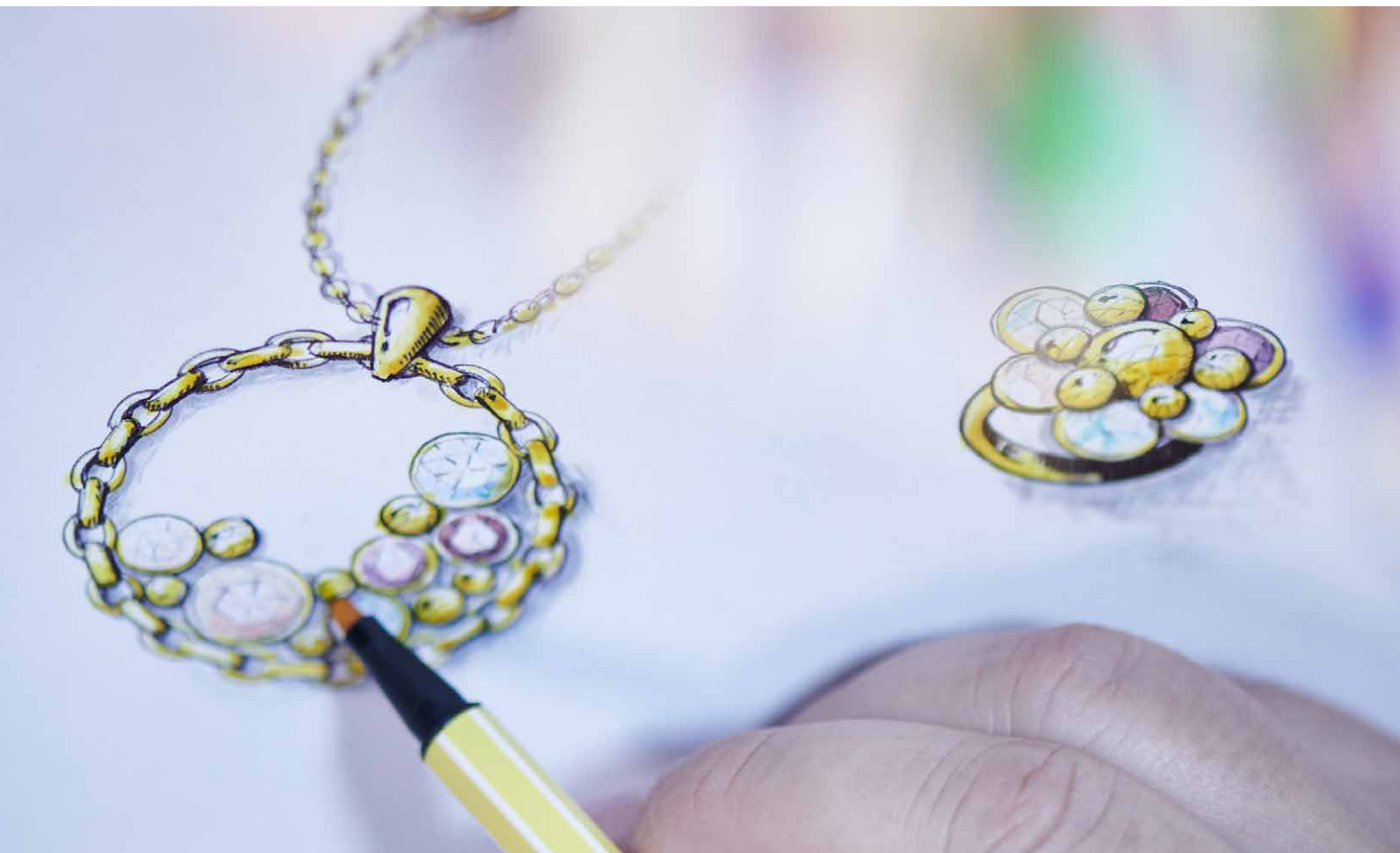
In 2012, we acquired Falcinelli Italy, a brand famous for its creative flair and the originality of the shapes given to its precious stones mounted on gold and enriched with diamonds.

In 2013 we acquired the historic “7AR” brand, renowned for its bells and empty bracelets.

In 2019, the most ambitious project began: to promote the Tavanti brand with exclusive collections in gold combining Gold Art's important manufacturing know-how with the creative talent of Fabrizio Falcinelli, the Group's designer, empowering the brand with a solid base and strong potential.

In 2020 the group also acquired COI (Commercio Oreficeria Italiana) a Florence-based company and internationally renown medium-high level jewelry wholesaler.





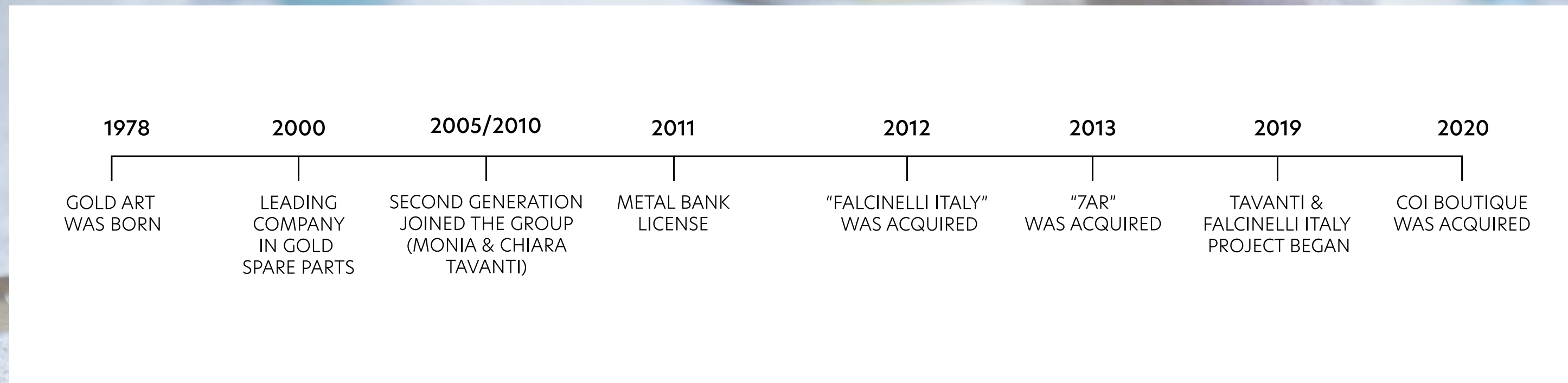
THE PRESENT

The Gold Art Group is now one of the most important goldsmithing groups in the world.

The company's great growth projects have led to the completion of its historical team with new managerial figures.

By fully integrating themselves into the working environment and enhancing internal experience and skills they are contributing to a new, fresh and modern company organization, making the Group ever more prominent on the panorama of "branded" jewelry aimed at a final audience.

A big step, supported by large investments and new activities leading the Group to become a prominent exporter of Italian savoir faire.





MANUFACTURE

Manufacturing excellence is Gold Art's leitmotif, maintained through the constant evolution of its know-how.

Within the company, in fact, a team of highly specialized engineers designs and patents its own machinery to produce the unique and exclusive elements that led our company to distinguish itself on the market.

Our unique "diamantatura" diamond engraving technique gives our jewels a magical shine that the company has become famous for. Technological design planning has taken this processing technique to extraordinary levels, allowing us to create infinite motifs not only on spheres, but on any desired shape.

Technological innovation fits perfectly with the artisan tradition, through the expert hands of master goldsmiths who assemble the elements with artistry and passion, bringing to life unique and highly recognizable jewels.



SUSTAINABILITY

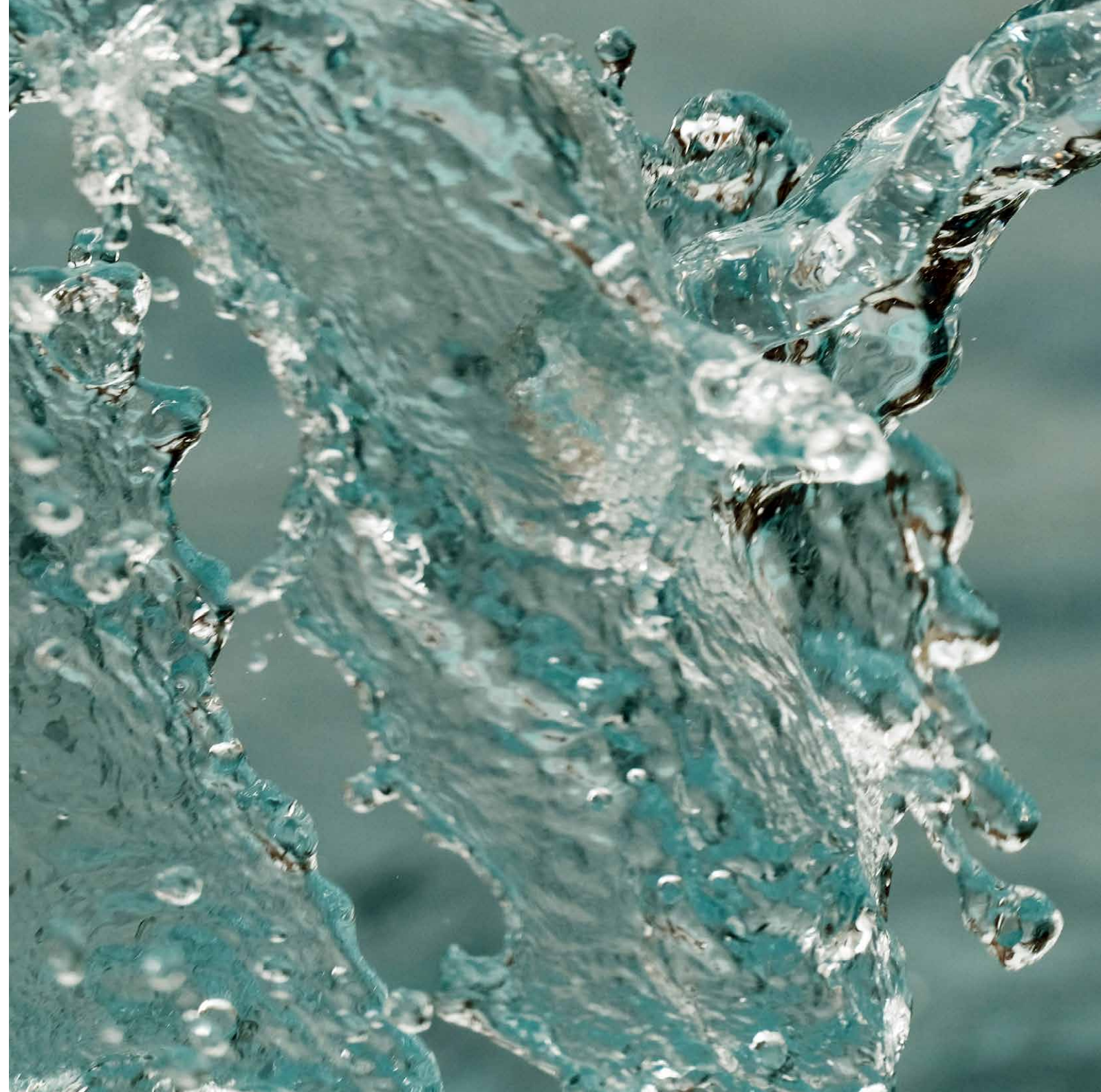
Environmental sustainability is a core value of the Gold Art group, which has made it one of its cornerstones through cutting-edge plant technologies.

An area of 3000 square meters of photovoltaic systems covers the roof of the company building, meeting 40% of our electricity needs.

Water used inside the facility is filtered through special machinery, purified and evaporated, producing bi-distilled water which is reintroduced into the production cycle for galvanic processes, such as polishing, palladium, rhodium, galvanic colors and six types of gilding, as well as for the production of hydrogen and oxygen for welding processes.

Gold Art is not only attentive to environmental protection, but also to the health of its workers.

Large work spaces are illuminated by natural light coming from large windows and the green color used for the flooring and machinery makes for a relaxing environment in a pleasant workplace.





MADE IN ITALY

The Gold Art Group is based on rigorously “Made in Italy” design, technologies and manufacturing.

Within the company, in fact, you can follow the production chain from start to finish, from design to strict quality control.

The expert eyes of the master goldsmiths supervise all the operations during the transformation of the product, with an obsessive attention to detail and scrupulously checking the quality of every single stone before it is mounted.



TAVANTI

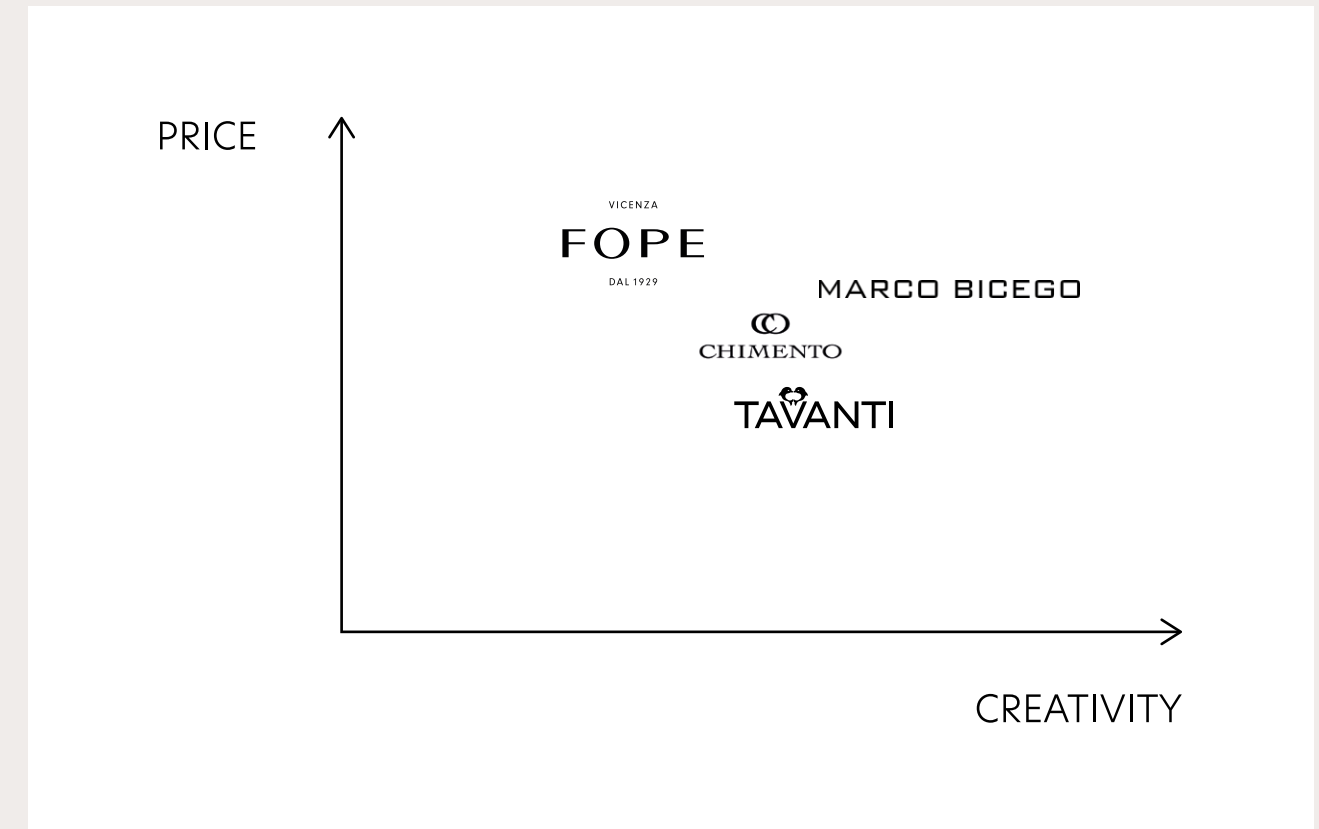
www.tavantijewels.com

BRAND

Tavanti was born in Florence from the creativity and great experience of Domenico Tavanti and his wife Antonella Peruzzi, who have been working in the goldsmith sector with passion and dedication since 1978. Founders of the Gold Art Group, the couple decided to put their art and their know-how at the service of the final public, creating exclusive collections that bear the family name. Tavanti coins an unmistakable style: the elegance of a refined taste that is expressed in unique objects, designed for those who love to wear the typical excellence of Made in Italy.

The two dolphins logo is a symbol of harmony making a shape which resembles a heart when they meet. This has become the image of the brand and the value contained in its beautiful 18-karat gold creations. It represents love for beauty with the balancing of elements and wonderful play of light.

Today Tavanti is a dream come true through a very important and innovative brand launch project aimed at positioning itself among the internationally recognized constellation of great Italian goldsmiths.



POSITIONING

The Tavanti brand is positioning itself on the international scene as a jewelry brand with a medium-high target and a strong artisanal component.



FALCINELLI ITALY

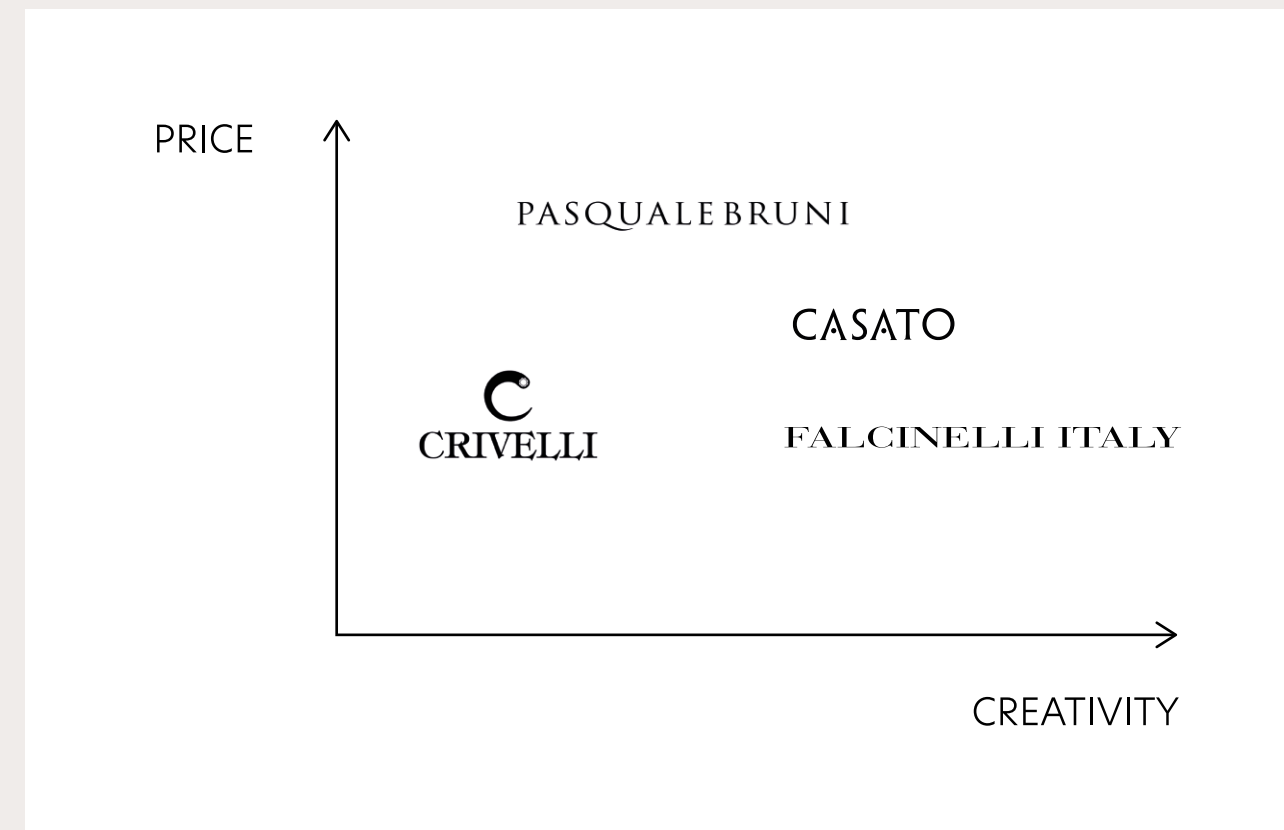
www.falcinelliitaly.it

Falcinelli Italy was born in 1968 and immediately established itself as a jewelry maison of unique and contemporary taste.

Fabrizio Falcinelli, son of the founders of the parent company, dedicated himself from the outset to designing and exploring new forms, true and proper architectures. Also experimenting with new stone cuts, where the plays of color and proportions create real works of art.

Together with master craftsmen of the great Italian tradition, Falcinelli Italy imprints with personality and innovation its ever original collections in gold, diamonds and precious stones, creating jewels with multiple and very light volumes.

The love of beauty and its thousand facets, the Tuscan land with its masterpieces, the tradition and contemporaneity of the various artistic forms, all this is part of the great cultural background of Fabrizio Falcinelli, who has also signed collections for big names in jewelry and fashion.



POSITIONING

The Falcinelli Italy brand is positioned on the international scene as a jewelry brand, with a medium-high target and a strong creative and research component.





BOUTIQUES

The growth project of the Tavanti and Falcinelli Italy brands started in 2020, through the creation of its boutiques using noble materials such as wood, brass, institutional patterns and colors, thus making a perfect container to display the creations of the two brands.

The Tavanti and Falcinelli Italy brands are now present with single-brand boutiques under the Tavanti sign in 2 cities recognized worldwide for their particular link with the world of art and jewelry: Florence and Venice.

In prime commercial locations, important projects have been developed for the boutiques of Ponte Vecchio in Florence and Ponte di Rialto and Calle Vallaresso in Venice. In the next few years, openings are planned in the “quadrilateral of luxury” of Milan and in the most fitting streets in Rome.

DISTRIBUTION

Alongside the world of boutiques, about 100 retail points have been selected nationally, where the company wants to be present in a representative way, involving partners in a growth project with the aim of supporting sales with internal retailer activities (in-store events), training, dedicated and attentive customer care.

A very ambitious project, but a sure success given the solidity of the group and the team that is developing it.





MARKETING & COMMUNICATION

Thanks to projects of development of the brands aimed to the consumer, communication and marketing activities are being directed to embrace the new omni channel trend.

The coordinated image is and will increasingly constitute a strength of the brands which, through the numerous touchpoints with the end user in online and offline communication, want to reach all the KPIs defined in the strategy for the next 10 years.





COI

www.coi-firenze.com

COI was born in Florence in 1954. Today, it is one of the main players in the sale of jewelry in Italy, also aimed at an international audience that has made it known all over the world. Located in the center of Florence, near Ponte Vecchio, COI offers a wide range of products fruit of Italian manufacturing excellence. are available brands such as Tavanti, Falcinelli Italy, Fope, Marco Bicego and 999.

Also present is traditional Florentine jewelry created by Florentine master craftsmen exclusively for COI. The store's 2020 incorporation into the Gold Art Group has led to its renewed and modern organization. The proposal of Italian and Florentine brands has expanded and the online sales site has also been given a fresh appearance.



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