

BIVIO  
GIOIELLI



## OUR COMPANY

*BiVio* is a jewel factory set up in Italy in 1998 from the extraordinary creativity of four young silversmiths. The well-known brand includes two different collections of jewels, both for women and for men, conceived as fashion accessories able to show the glamour-chic side of everyday life.

## OUR MISSION

*BiVio*'s success is the result of the perfect mix of different combinations which has allowed the brand to become, in just five years, both nationally and internationally well-known.

Our mission is to communicate emotions through refined design, the beauty of our creations and the quality of the materials employed. *BiVio* is a perfect machine that can rely on an expert team who works passionately and makes our company dynamic, young and endowed with the main traits for which the Made in Italy is appreciated all over the world.

Working passionately, loving our products and what they represent is our philosophy, and we translate it through the use of high quality materials and the beauty of our creations, carefully controlled in every detail and meant to be long lasting.

A good product mix, moreover, fosters the spread of the product among wide groups of consumers, despite the high value of the creations.

## OUR PHILOSOPHY

Core philosophy of the brand is the conception of jewels as a set of emotions, sensations and moods, which can make every time of the day special. Our creations keep the ancient relationship between people and jewels, according to which these objects become a form of communication and a way to express ourselves, with our eccentric normality or normal eccentricity!

***BiVio* – Jewels for passion!**

**LICENSING**

The increasing creativity and experience of the company, together with the growing interest of the market, have brought to a licensing agreement with the well-known clothing brand *Cannella*, which chose *BiVio* for its collections of jewels.

They are bound to sophisticated and elegant women, who choose a sober but special look in perfect harmony with what suggested by *Cannella*.

This is an example of the perfect combination clothing-jewels, made even more powerful by the ability of our company to associate the right style to *Cannella's* creations, internationally appreciated. This year, this collection has been broadened: it includes sober

jewels together with high visual impact creations, characterised by brighter colours and even ethnical or imperial patterns, where design and refinement are absolute protagonists. Our special testimonial is Caterina Balivo who highlights the beauty of our creations with her charme, elegance and genuineness. Our jewels created for *Cannella* can be found in *Cannella* one brand shops and in Italian jewellery stores.



*PRESS KIT*



## THE CHALLENGE

Non-stop innovation is the main trend of our company, together with a continuous pursuit of new formulas to highlight the beauty and the audacity of our products. So, both brands *BiVio* and *Cannella* are very interested in the latest fashion tendencies, which are taken into account and combined with great creativity and ability so to interpret people's desires. The main challenge of our company is to keep on growing, aiming to even better results, not only in meeting the tastes of our consumers, but also in terms of widespread distribution.

## COMMUNICATION

Communication, together with a good perception of the image of the company, has always been our priority. That is why we continuously formulate strategies to give the brand and our collections great visibility. Adverts about the company and its products can be found on popular magazines and specialised press, but also on advertising boards in the main Italian cities. The strategy used for the brand includes our participation in different jewellery fairs where operators, the media and who loves jewels are showed the new collections. This gives high visibility, but it also helps meet and understand the market trends in jewellery business, thus verifying the tastes of the consumers.

*BiVio* can rely on the support of lots of famous people, glad to help us in the promotion of our collections. One of them is our testimonial Benedetta Valanzano, chosen at the beginning of 2011 by our *maison* for her refined, typically Italian sensuality and natural beauty with which she perfectly interprets and communicates the values and the philosophy of the brand.

## OUR COLLECTIONS

Our materials are carefully chosen and the production is followed in each step, always looking for new styles and innovative solutions in harmony with the tradition of manufacturing art. These are the principles that guide and inspire our creations which meet the tastes of our consumers. Our products are divided into two collections, for women and for men, thus conquering two very different sensitivities. The brand itself *BiVio* (*crossroad*) suggests the idea of these two worlds and the ability of the company, through an elegant and contemporary design, to dialogue with both realities, thus interpreting the style and the way of life of women and men who keep up with the times. The strong personality of our creations is expressed through bold lines, stylised shapes and engraved surfaces which are the result of a continuous pursuit of originality. The explosion of colours is not just that of a common jewel made up of plate and natural stones because we use special material and processes, like rhodium – plated 925 silver and stones of high visual impact, which are skilfully worked and mixed together.

**2011 COLLECTION**

The new 2011 collection shows an elegant yet original look which has originated brand new collections bound to become *cult*.

**For him**

Who wears our creations shows a refined but strong taste, expressed with lines that suggest energy and sensuality with which to live every moment of the day, at work, during the happy hour, even in worldly life, these jewels know how make men express themselves with originality and style. The coldness of silver and the impetuous warmth of volcanoes, merge to create a brand new union between light silver and black volcanic stones.

Different items belong to this collection: necklaces, bracelets, casual rings and pendants also made up of rubber laces. These jewels, so trendy and valuable, know how to tempt men without the risk of passing unnoticed.



## For her

This collection presents *glam chic* jewels which translate the dreams and the emotion of today's women, highlighting their natural femininity. The woman who chooses *BiVio* is chic and sophisticated also in the choice of her jewels, that she wears lively and with natural *charme*.

The spring and summer collections take their inspiration from *Vanity*, an element of the complex feminine world, declined according to the different *nuances* that natural stones can offer, like amethyst, corniol, coral and turquoise. This elegance is multiplied by the use of mirroring surfaces which emanate the infinite *nuances* made even brighter by the light of silver.

The luminous elegance of silver is combined to the bright colour of the stones that go from coral, to turquoise, to pearl white and fashion lilac. The weaves, so original and valuable, show elegant geometrical shapes that catch the observer's attention and highlight the beauty of who wears it.

So, our collection for her is complete, including necklaces, charms, rings, bracelets and earrings, with precious accessories which are, at the same time, easy to wear in every occasion.

