



VENDORAFA
ITALY

COMPANY PROFILE



HISTORY



HERITAGE

Vendorafa was founded in Valenza in 1951, as a jewelry manufacturer. The jewel surfaces have always characterized Vendorafa's jewelry by hammering, engraving, and embossing. Italian style, creativity, handmade craftsmanship, and quality are all part of the precious heritage that backs up Vendorafa in the development of its collections.



PAST

Gismondi 1754, focused on exceptional craftsmanship, masterful Italian goldsmithing intricate settings and unique stonework, acquired the Vendorafa brand from the LVMH Group in 2023. With the goal of continuing the important traditions of generations of Valencian techniques, Massimo Gismondi wanted the acquisition to extend the capabilities of the Gismondi Group globally in gold focused collections.

With the acquisition, the Gismondi group will build on the historic and intrinsic value of Vendorafa, the made in Italy quality and ensure a bright future for the three generation family run brand with collections known globally for unmistakable designs and extraordinary quality.



Daniela Lombardi

PRESENT

The Gismondi 1754 Group is planning to continue to identify other historic, Italian legacy brands as additional opportunities for acquisitions to continue to grow their position and expand their holdings in fine jewelry Made in Italy.



Massimo Gismondi



Creativity, one of the attractive characteristics of Vendorafa's firm, today is driven by Massimo Gismondi (with the support of a team of designers) to grant the coherence and the continuation of a heritage of an unmistakable design. Vendorafa selected a group of highly qualified workshops to carry over his firm's technique and the top quality needed to be a perfect Italian Ambassador in jewelry.



ENVIRONMENTAL RESPONSIBILITY

Vendorafa takes very seriously its commitment to the environment, and works constantly to maximize its efficiency in the reduction of the ecological impact of its production's cycle.

OUR APPROACH

Quality: Our “Made in Italy” cornerstone is for us the most famous qualification in the world and the expression of the Italian excellence.

Unique design: Each jewel combines creativity and design, quality and knowledge, all made unique and unmistakable. Refined, innovative and original jewelry.

Craftmanship and Tradition: jewels are all rigorously handmade according to the techniques of the most noble jewelry. Behind the realization of each jewels there are always many different skills.

Customer Relation: pervades and contaminates the whole corporate culture. Our commercial policy is made of personal relationships with customers.





OUR COLLECTIONS

The jewelry pieces of Vendorafa are design elaborations of essential shapes: organic figures, floral inspirations and classic patterns in continuous harmony with intuition and experience, research and creativity.

The willingness to explore new planning paths and new manufacturing strategies generates original, harmonious solutions with outstanding tactile effects.

Working the surface of the metal entirely by hand enhances the material value of the gold, its light and its aesthetic warmth.

The purity of the gold is brought to a higher level by the design and enhanced by the greatest attention to the details.

NAMIBIA COLLECTION

18kt yellow gold jewels, with white diamonds



KN5785/3DB



KB5808M/3DB



KE5794/3DB



KN0010/3DB

GHIBLI COLLECTION

Gioielli oro giallo 18kt, con diamanti bianchi.



KB003S/3DBPV



KR0002/3DBPV

FOGLIE COLLECTION

18kt yellow gold jewels, with white diamonds



KCA060



KOA795



KKR5755/3DB



KOA182

KAA142



KB9645

ANACONDA COLLECTION

18kt yellow gold jewels, with white diamonds

DUNE COLLECTION

18kt yellow gold jewels, with white diamonds

KO6344



KA6345



KB6510

BUCKLE COLLECTION

18kt yellow gold jewels, with white diamonds



KC4970

KC4954

HULA HOOP COLLECTION

18kt yellow/white/rose gold jewels, with white diamonds



KBA111/1DB - KBA111/3 - KBA111/2DB



MERCHANDISING

Vendorafa's style is unmistakably reflected not only in its jewelry but also in the visual merchandising offered to every authorized retailer. Vendorafa is constantly seeking new and striking display ideas to heighten the beauty of the collections and reflect the brand image.

EVENTS

The Vendorafa goal to hold strategic and targeted events, is to strengthen the workforce, engage final customers, improve products and services and explore effective business concepts. Corporate events such as press days, launches of new collections, retail events, virtual presentations are planned with regularity, locally as well as internationally.

COMMUNICATION



PROMOTION

Communication activities such as Public Relations, VIP Endorsements, Advertising and Co-advertising with retailers are highly promoted. These activities constitute the best way to communicate to the customers and help raise a targeted demographic awareness of benefits related to our brand.

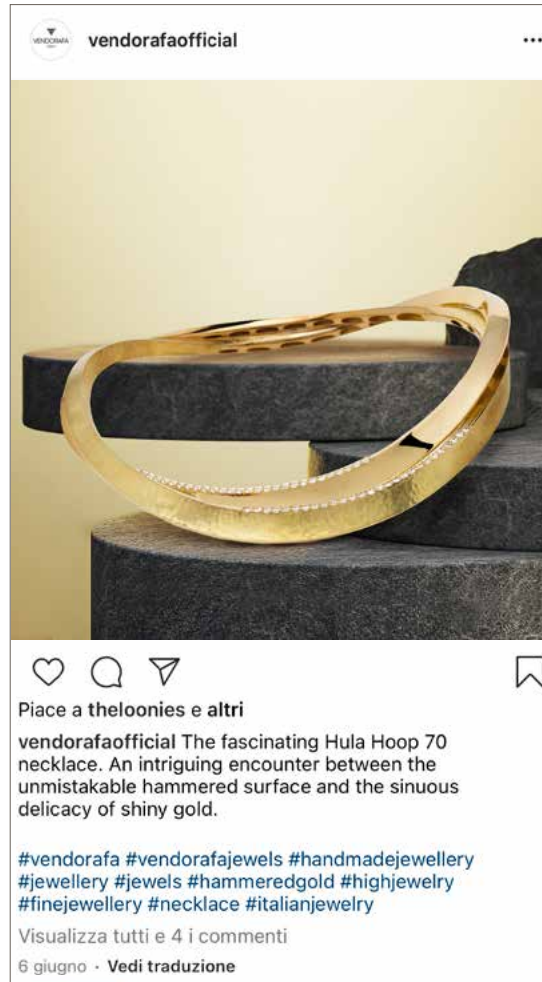


CELEBRITIES



SOCIAL MEDIA

The definitive benefits of the social media channels are, among many others, an increased exposure, the development of loyal followers, improved sales and reduced marketing expenses. The direct communication with final customers improves the ability of the brand to outreach and transmit the company values.





INTERNATIONAL TRADE SHOWS

Vendorafa is present at the major trade shows such as Vicenza Oro and the Couture Show in Las Vegas. These prestigious backdrops are strategic moments to present the company's new collections and exhibiting the superior workmanship and unique design of our creations.

Forbes **31 Of The Best Designer Jewels For 2019**



Italian jewelry brand, Vendorafa, had a strong showing with its Anaconda Mosaic Collection that showcases its gold hammering, engraving and embossing techniques. In this case, the finish resembles snakeskin. The jewels are further enhanced with different colored diamonds. They are available in colors such as black, green, and brown. The Mosaic Cuff (pictured) received the Couture Design Awards Editor's Choice prize.



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