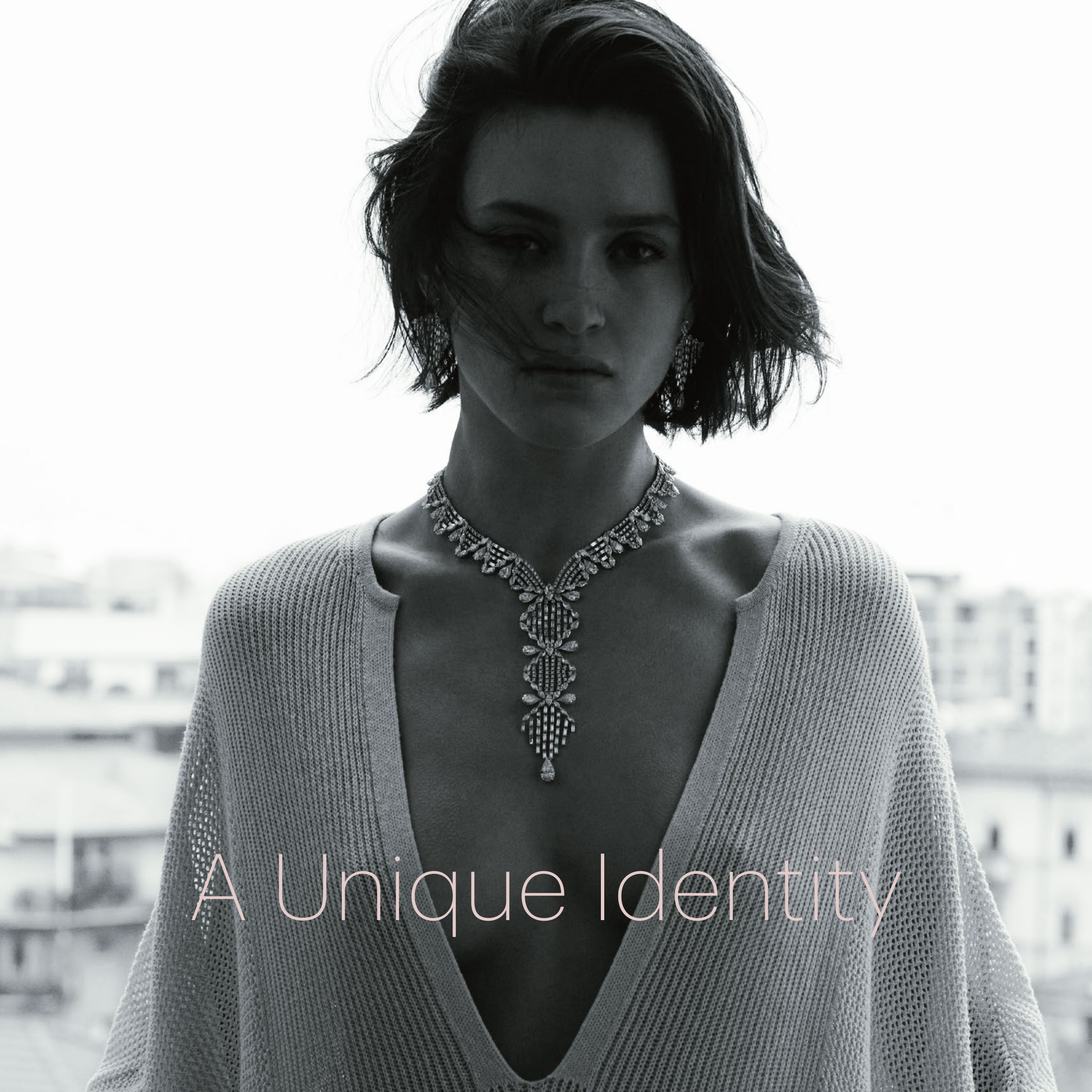




MARCO VALENTE

HIGH JEWELRY  
SINCE 1953





A Unique Identity



## The 4 C's that make us who we are

### Competence

The Maison, founded in 1953, is the purest example of exquisite excellence and savoir-fair in high jewelry.

Jewels which combine the utmost sophistication and creativity, made with an advanced design and production techniques, express sixty years of exceptional expertise.

A strong bond, an unparalleled passion for diamonds, and a distinctive allure express the brand's unique family heritage.

### Comfort

Each of our creations is designed to be worn, and lived, each and every day. Comfort is pursued in the creation of all of our precious pieces: the extreme softness of the shapes and advanced engineering techniques make these one-of-a-kind jewels versatile and easy to wear on every occasion.

### Customization

We look towards the future, whilst celebrating our past.

Our clients are the centre of our world, the heart of our work. Truly sophisticated, they know how to enjoy timeless jewels whose value will remain unchanged forever.

Creativity, skills and excellent craftsmanship create the most extraordinary made-to-measure pieces, designed to celebrate the most special occasions.

### Consistency

The constant pursuit of excellence which distinguishes the world of Marco Valente High Jewelry is reflected in the extraordinary quality of the stones and the remarkable craftsmanship that characterize each jewel.



## Mission

### OUTSTANDING POSITIONING

The Marco Valente High Jewelry is positioned in the hard luxury jewelry market and, contrary to the common trend focused on prêt-à-porter and standardization of jewels, aims to offer a high-end product that stands out for the excellent quality of its gemstones, its neo-classic style and high level of manufacture.

### HIGHLY SELECTIVE DISTRIBUTION

The Brand intends to become a partner of the best high jewelry retailers and the main hard luxury department stores.

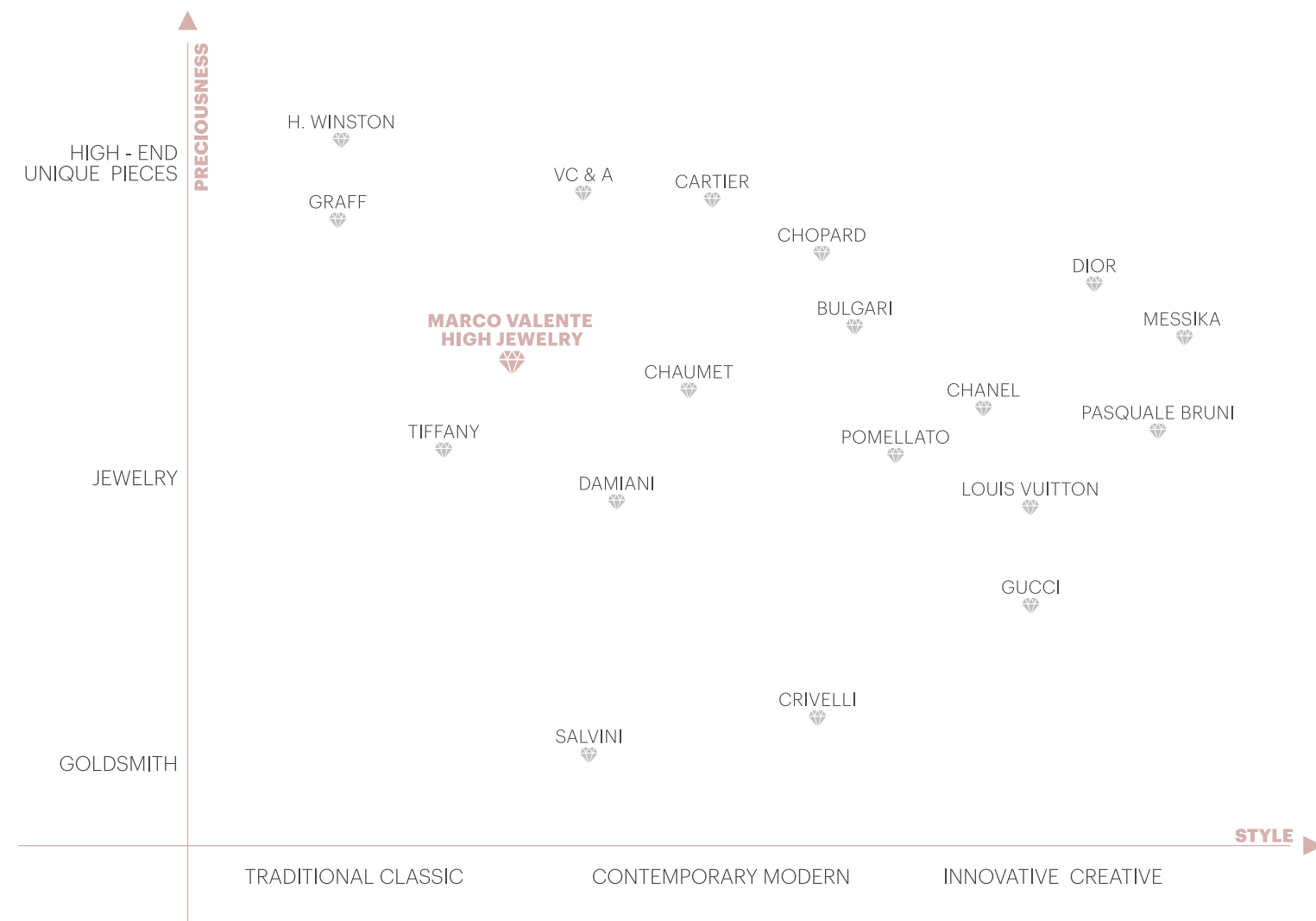
### CONSISTENT IMAGE

All of the brand's expressions come together into one distinctive element: the high quality of our jewels.

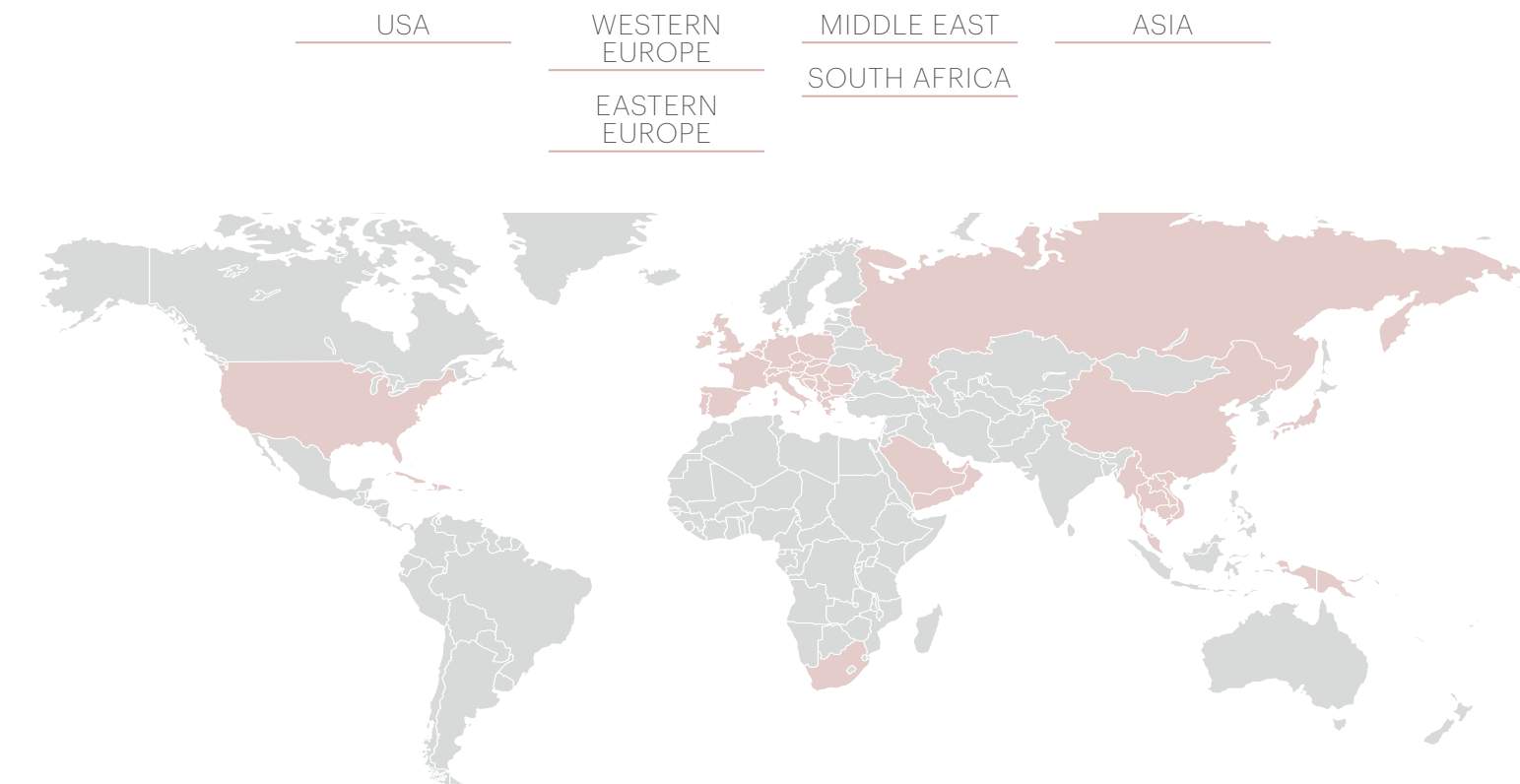
On the left, sautoir and ring from the High Jewelry Collection



## Brand Positioning



## Geographical Target Markets



## Target Clients

Marco Valente High Jewelry aims to build important and lasting partnerships with jewelers who share the same desire to create unique and unforgettable moments.

Selected independent retailers, big chains and top end department stores are the target clients who will be followed with a very high and personalized level of service.



Values

## Heritage

### FAMILY TRADITION

Marco Valente High Jewelry was founded by the Milanese jeweler Marco Valente, and keeps alive the family tradition started by his father, Tranquillo Valente.

An innovative jewelry project, envisioned by Marco Valente, whose modern approach blends with the most attention to tradition and the utmost appreciation of the art of high jewelry.

## Italian Know How

### ITALIAN DNA

Marco Valente High Jewelry is the utmost expression of Italian savoir-faire, culture and tradition in the fine jewelry world.

### JEWELS TO WEAR

According to the Italian culture, jewels are not just a status symbol but they must be lived and worn every day as an essence of personality, an essential element to define oneself.

## Family Heirloom

### JEWELS FOR CELEBRATIONS

The Maison resumes a traditional concept of jewels made to celebrate special moments or a personal milestone.

### JEWELS PASSING THROUGH GENERATIONS

The creations are conceived to strengthen the most precious family bonds as they become family heirlooms to be handed down through generations.

### JEWELS THAT PRESERVE THEIR VALUE

The quality and design of each jewel allows to preserve its economic value over time.



## Mastery in the search of Exclusive Diamonds

### VERY HIGH AND SPECIFIC QUALITY STANDARDS

The Marco Valente Maison uses only diamonds with high standard of cut, proportion and symmetry parameters (triple excellent).

### TOP QUALITY AND CERTIFIED STONES

All jewels are mounted with exclusive and top-quality gemstones: white diamonds, D-E-F colors always accompanied by GIA certificates.

### AN ADDITIONAL RANGE OF FANCY CUTS

The Maison proposes a large selection of fancy cut diamonds which for a seductive game of style: emerald cut, marquise cut, heart cut, baguette cut, oval cut. The creative process is deeply linked to the careful selection of the gems to be set.

### A STRICT SELECTION

Behind each and every one of Marco Valente's creations are carefully selected raw materials and a meticulous choice of the very best precious stones.

### SELECTED SUPPLIERS

Expert gemmologists accurately select the most precious gems combining them into rows of corresponding stones in terms of shape, color, clarity and cut.

### RARE DIAMONDS

Only 5% of all available diamonds have the perfect features to be suitable for a Marco Valente's creation.

## Essential Design

### MILANESE ALLURE

In pure Milanese style, the Marco Valente High Jewelry creations are characterized by an essential design.

### INGENIOUSLY ENGINEERED CREATIONS

Light, yet solid mountings and settings bring life and light to diamonds, whilst ensuring a harmonious movement on the skin.

### A CLEAR FIL ROUGE

Sober, feminine, neo-classic and timeless are the characteristics that define all the creations of the collection.

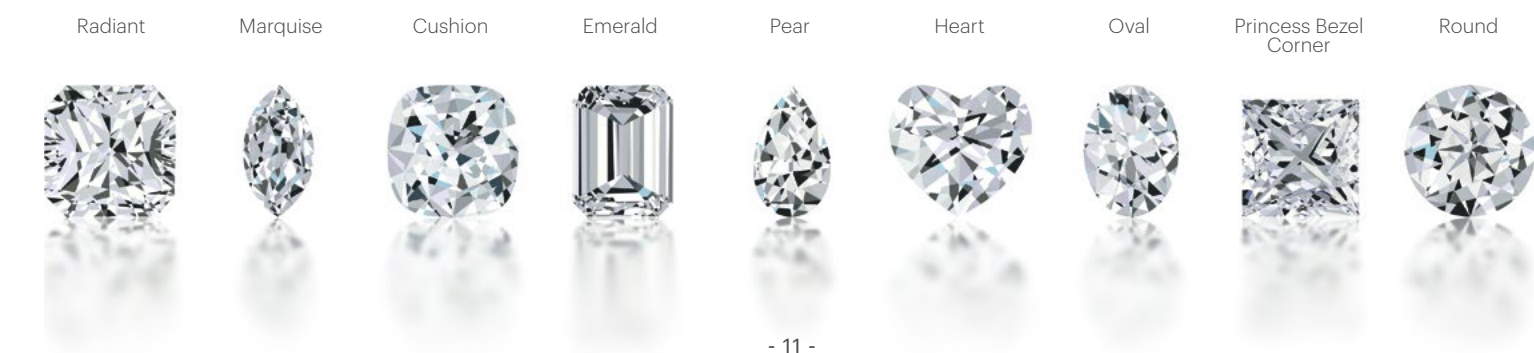
## Top Manufacturing Level

### ITALIAN CRAFTSMANSHIP

Expert master goldsmiths of Valenza, combine the allure and culture of Italian jewelry with the brand's unique style.

### THE MOST ADVANCED TECHNOLOGY

Each jewel is entirely handmade, and combines traditional techniques with the most advanced technology.





## Exclusive Tailor-Made Service

### CUSTOMIZATION

The Maison offers an exclusive tailor-made service for its clients, a made-to-measure experience for the most unique requests.

### ONE-OF-A-KIND JEWELS

These unique jewels, produced with the same quality standards of the Marco Valente High Jewelry Collection, are conceived as one-of-a-kind pieces.

## International Warranty

### GUARANTEES FOR THE FINAL CUSTOMER

Our warranty, which contains all of the information relating to the jewel, is issued upon purchase.

A certificate, which ensures the jewel's authenticity and attests the high quality of the materials used, comes with each creation. All of our diamonds are certified by the Gemological Institute of America.



On the left, necklace and earrings from the High Jewelry Collection







# Our Collections



## High Jewelry

COLLECTION

The High Jewelry Collection represents the highest expression of the Maison's savoir faire: exquisite masterpiece creations which embody all of the house codes.



On the previous page, ring from the High Jewelry Collection; On the left, necklace and earrings from the High Jewelry Collection



## Bridal

COLLECTION

Precious jewelry to seal a promise of love designed to last over time and maintain all of its value.



On the left, ring from the High Jewelry Collection (right) and ring from the Bridal Collection (left)



## Stretch

COLLECTION

The most advanced manufacturing techniques give light to extremely comfortable jewelry. Invisible elastic springs allow each piece of jewelry to adapt perfectly to the skin.



On the left, gourmette earrings from the Stretch Collection



## Candies

COLLECTION

Small wonders, inspired by the shapes of nature, to wear every day. Flowers, animals and lucky clovers turn into precious diamonds to be worn, with sophisticated joy, on the skin.



On the opposite page, from left, ring and earrings from the Candies Collection  
On the right, necklace and bracelets from the High Jewelry Collection, ring from the Bridal Collection



## Signature

COLLECTION

Diamonds of exceptional beauty are set in jewels characterized by a precious detail that makes them recognizable as Marco Valente jewels.



## Prêt-à-Porter

COLLECTION

Elegant, minimalist, essential: the jewels of the Prêt-à-Porter Collection, enhanced by the light of their diamonds, are to be worn with elegant panache each day.







Sales



## Sales Support

### TRAINING

Each Marco Valente partnership has the aim of achieving great results. All partners will receive a thorough and up-to-date training, as well as being assisted in the first sales activities.

### TRADE MARKETING ACTIVITIES

A specialised team is available all year round for the organization of events and activities designed to stimulate the sell-out.

### A DEDICATED ONLINE PLATFORM

Thanks to a special website, clients will be constantly up-to-date with all information regarding products, availabilities, orders, invoices and shipping.



On the previous page, earrings and ring from the Candies Collection  
On the left, ring from the High Jewelry Collection





## Trade Marketing Materials

### DISPLAY MATERIALS

A full set of display materials in three different sizes will be provided to enhance the beauty of each jewel.

All of the display materials will be made with high quality materials in order to be consistent with the positioning and the image of the Brand.

### THE PACKAGING

The packaging is personally designed by Marco Valente to emphasize the preciousness of the jewels, whilst respecting the Brand Identity.

A pure expression of Made in Italy: the best materials and the utmost attention to details.







## A family tale, a Milanese story

A historic Milanese house is the perfect setting for a campaign that enhances the DNA of the Brand, and its ability to reinterpret the most traditional jewels in a contemporary way.

Marie Sophie Wilson and Ben Massarenti play under the skilfull direction of internationally recognized photographer and visual artist Gianluca Fontana.

A mother and a daughter who share moments of daily life, two generations who live, each in their own way, the precious creations of the Marco Valente High Jewelry.

On the previous page, necklace and earrings from the High Jewelry Collection  
On the left, bracelet and earrings from the High Jewelry Collection



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