

COMPANY PROFILE



BE8 JEWELS

BEPPE CALLEGARI

PHILOSOPHY

BE8 is a **100% Made in Italy** brand that aims to bring innovation in the jewelry business by the inclusion and reverberation of creative and contemporary minds.

We strongly believe that sharing is the key, not a threat but an opportunity.

We create **high quality artisanal jewelry**, with people and for people; amulets that celebrates their moods.

For us the jewel is a way of feeling and telling, a source of **wellbeing** to always remember what we need.



HISTORY

2013: Beppe Callegari designs a ring called **“Primo Cuore”**: a jewel born from a personal experience that becomes the first and iconic collection of the new Otto Jewels (then BE8) brand.

From this first heart and with the heart is born a **creative laboratory** that connects people with the same ideals and great attention to ethics and wellbeing.

In eight years the brand has produced more than 2,000 SKUs, opened more than 120 stores, sold nearly 30,000 pieces and made happy over 60,000 people.



HERITAGE

BE8 is proud of its origins. Beppe and his brother Andrea are the third generation of a preminent jewelry family.

Taste for tradition, attention to the detail and great curiosity for what's most innovative and smart represent the greatest legacy.



IDENTITY

Every jewel is realized in silver 925, gold 9kt and 18kt, adorned with natural gemstones such as diamonds, emeralds, rubies and sapphires, selected carefully and from sustainable sectors.

BE8 is slow jewelry: the creation of every single jewel is 100% made in Italy thanks to the passion of our artisans.

Any difference between the jewels encompasses the beauty of each one. And our identity.



CREATIVE DIRECTOR & TEAM

Be8's team is a synergy of passionate people that loves to inspire each other and share the same values.

Combining ideas, experiences and different backgrounds is BE8's key to differentiate and grow up.

"My job is the best ever. My dream is to turn BE8 not only into a label but into a creative concept lab. A place before than a company, where people can meet and get inspired by each other, by challenging the rules."

Beppe Callegari



COLLEZIONI



GIVE LOVE

Everything started from a heart, the Primo Cuore. A universal symbol that represents love for ourselves and for other people. Emotions, bonds and memories are enfolded in a timeless and contemporary shape to celebrate the feeling that makes the world go round.

RE START

Re Start is rebirth, a new starting point for ourselves. The mantra is getting back in the game every day, increasing self-awareness to find calm and balance in a chaotic and confusing world.



YOU KNOW THE WAY

Each day is a new challenge.

Determination and perseverance like arrows that point straight to your dreams, like keys that open the doors of your desires and like crosses that protect you. Follow your heart, it knows the way.



EVERY DAY

Every moment, every memory, every day are special. Celebrate these moments with the uniqueness and the perfection of a diamond, embraced by delicate golden thread. An everlasting emotion.



SYMBOLS

The story of our emotions.

Eight amulets that express a mood, a desire. Travel companions that embody our values and our essence.



CUSTOMIZE YOUR DREAMS

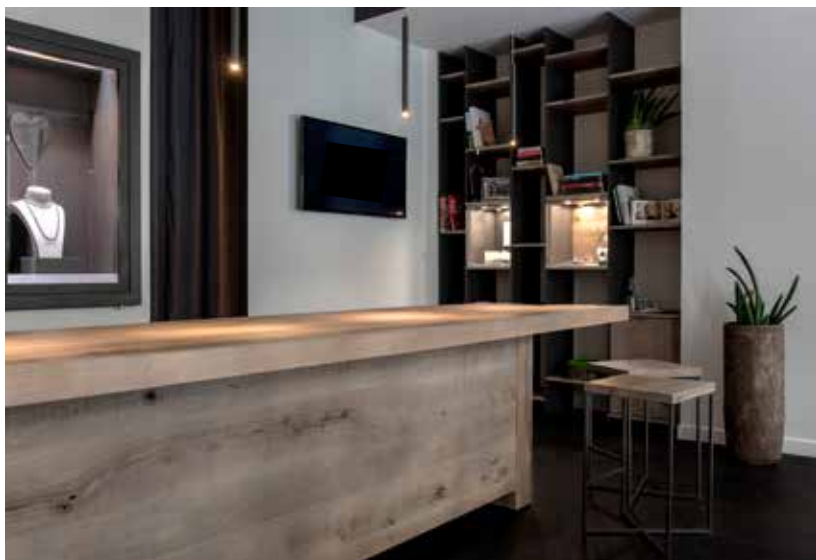
The perfect jewel is the one able to tell your story. BE8 turns your desire in a creation. Unique as you are.

FLAGSHIP STORE

The first Flagship Store entirely dedicated to the brand was born in 2018 in Padua, hometown of the project.

An immersive space where every collection is accompanied by "one of a kind" jewels, design objects, exclusive gifts and special personalized accessories.

A small well-being oasis in which you can breathe BE8's life style.



DISTRIBUTION

BE8's mission is to build a long-term relationships with its partners to design together the path of a mutual growth, within a professional yet friendly atmosphere.



VISUAL

What's inside the box counts. But what about the box?

Visual plays a great role in BE8's success.

Artisanal display, hand made packaging, customized brochures and shoppers are tools able to spread its message and inspire its values.

White color and wood mean freshness, clean lines, purity, green attitude and the willing to have every day a new page to write.



GIVE LOVE



RE START



YOU KNOW THE WAY



EVERY DAY



SYMBOLS



CUSTOMIZE YOUR DREAMS



'We do not meet people by accident.
They are meant to cross our path
for a reason.'



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