



CAMMILLI

FIRENZE

# Authentic Italian quality

Founded in Florence in 1983, Cammilli is internationally known as a leading brand in jewelry design.

For over 40 years the Maison has crafted and exported exclusive, high manufacturing quality pieces worldwide, 100% Made in Italy.

Cammilli's creations are celebrated for their originality and distinctive elegance, and are instantly recognizable by their signature style. A consistent aesthetic that sets them apart in the international jewelry market.



## An eclectic Artist

Annamaria Cammilli, founder of the company, has always been a painter and sculptor. A versatile artist who has channeled her passion for sculpture into the world of jewelry design, creating a brand rooted in her artistic vision.

Over the years, the creative team has expanded, and ongoing research has allowed to perfect a unique manufacturing process, ensuring every piece is a true work of art.



## Sculptural volumes

An extraordinary three-dimensionality distinguishes Cammilli jewels, whose volumes are “living”, fluid shapes that convey the illusion of a continuous movement.

It's the result of expert hands shaping the wax with artistry, giving life to real miniature sculptures.



## Lost wax casting

The manufacturing method employed is the lost wax casting technique. What truly sets Cammilli apart, however, is the artistic step that precedes the casting: the handcrafting of the wax prototype.

This is literally carved by expert hands in the wax, as if it was a miniature sculpture.

A unique process that allows the extraordinary volumes that define Cammilli jewelry to come to life.

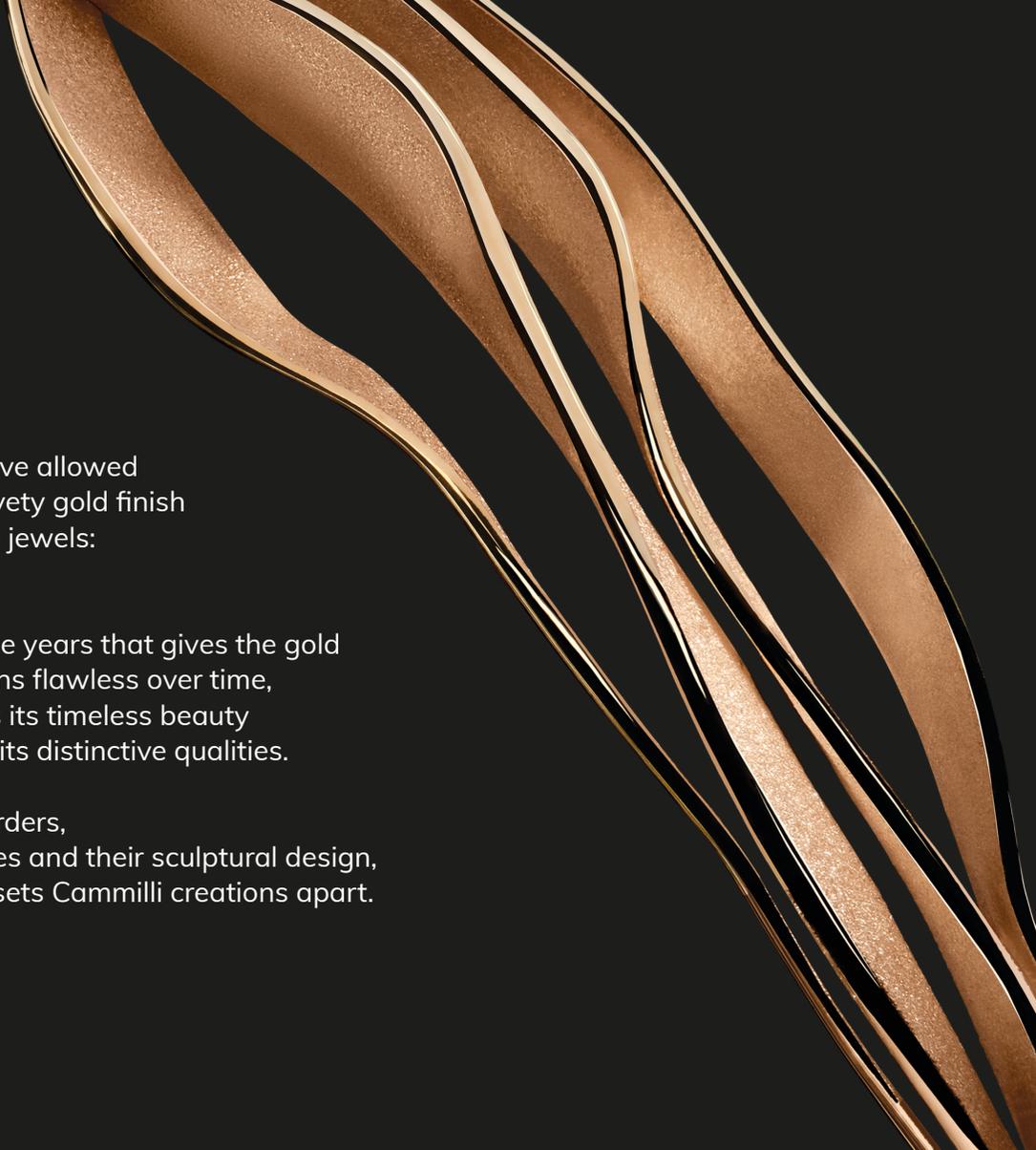


## Aetherna Finish

More than forty years of specialization have allowed the company to develop the exclusive velvety gold finish that has become the hallmark of Cammilli jewels: *Aetherna*.

A secret formula passed down through the years that gives the gold a soft and velvety appearance that remains flawless over time, ensuring the surface of each piece retains its timeless beauty and unique character without ever losing its distinctive qualities.

Combined with shiny gold or diamond borders, *Aetherna* amplifies the depth of the shapes and their sculptural design, creating the unmistakable aesthetic that sets Cammilli creations apart.



# Colors of Gold

Cammilli jewels are available in eight colors of gold. Five shades are obtained with special gold alloys, while *Black Lava*, *Chocolate Brown* and *White Ice* are further enriched with a special rhodium treatment. A wide-ranging color palette that allows the Maison to craft unique and innovative combinations, while offering clients the opportunity to select the perfect hue that complements their personality or skin tone, ensuring a truly personalized and distinctive piece of jewelry.



*Black  
Lava*

*Chocolate  
Brown*

*Natural  
Beige*

*White  
Ice*

*Pink  
Champagne*

*Orange  
Apricot*

*Yellow  
Sunrise*

*Yellow  
Lemon  
Bamboo*

## An unmistakable style

Sophisticated, empowered, and deeply aware of her uniqueness, the woman who chooses a Cammilli creation sees in each jewel a true expression of herself. Artistic design and exceptional quality blend into a distinctive style, created to enhance her elegance at every moment of the day.



## Special packaging

Cammilli products embody the true essence of Made in Italy. Entirely handcrafted in Italy, they capture the authenticity of a manufacturing process deeply rooted in the ancient art of goldsmithing.

To emphasize this strong connection to the region, each Cammilli jewel is presented in a genuine Alabaster stone case from Volterra, a piece of Tuscany that will travel across the world with its new owner.



# Academy

Inaugurated in June 2022, the Cammilli Academy is a cutting-edge facility designed to train the sales staff of the dealers showcasing the brand worldwide.

A comprehensive training equipping those who come to Florence with in-depth product knowledge and the skills to present the unique features of Cammilli jewels effectively, all while experiencing the heart of Florence and discovering the true spirit of the brand.





# Opificium

Opificium is an innovative workshop, a contemporary goldsmith's atelier that redefines the concept of a factory, distinguishing itself not only through its production – high-value artistic jewelry – but also through its forward-thinking design.

Here, technology and advanced goldsmithing machinery merge seamlessly within a thoughtfully crafted environment, designed with human-centric principles and set against the picturesque backdrop of the Chianti hills.



## The Family

Cammilli represents a classic model of Italian family business. Riccardo Renai, Annamaria's eldest son, has been the CEO of the brand since 2002, while his sister Raffaella is designer.



# Florence

Florence is the home of the brand. The city, cradle of art and style, is the ideal place to create beauty.

It is no coincidence that Cammilli flagship store is located in the very heart of Florence, directly facing its most iconic symbol, Palazzo Vecchio.



## Brand Policy

Cammilli pursues an authentic brand policy, and its selected dealers can enjoy high-level customer service.

Brand-customized display material to present the products in an exclusive setting and constantly updated sales tools are the equipment of each Cammilli dealer.

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# Events

The company organizes tailored events for private clients in partnership with its authorized dealers around the world, creating unique experiences that enhance brand visibility and customer engagement.



## Trade Shows

The brand takes part in the major jewelry trade shows in Italy and abroad.



# Collabs

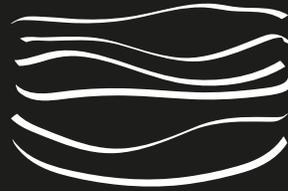
The brand is showcased on international red carpets and enjoys exposure on social media through collaborations with influential content creators and brand ambassadors.





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THE SHAPE OF BEAUTY

[cammillifirenze.com](http://cammillifirenze.com)