



PONTE VECCHIO
GIOIELLI

“The new generation has the duty and at the same time, the immense pleasure of bringing this ancient art into the future, with a vision that goes beyond the concept of time and renew every day the sense of beauty and preciousness. Ponte Vecchio Gioielli has lived, lives and will live with passion and commitment: from who preceded me, of whom accompanies me and who will follow me.”

FRANCESCO CALÀ

FLORENCE



The tradition, the culture, the elegance of the most beautiful city are sculpted by Ponte Vecchio Gioielli's creations, allowing to recall the happiness, creativity and the charm of the most unique city in the world.



THE PONTE VECCHIO



The Ponte Vecchio has been the only bridge in the world to exclusively house goldsmiths. From generation to generation, they have handed down the skills and secrets of such elegant jewellery. Since its foundation, Ponte Vecchio Gioielli recovers and reinterprets the great tradition of the Florentine goldsmith, enriching it with research and technology in compliance with the “regola d’arte”.

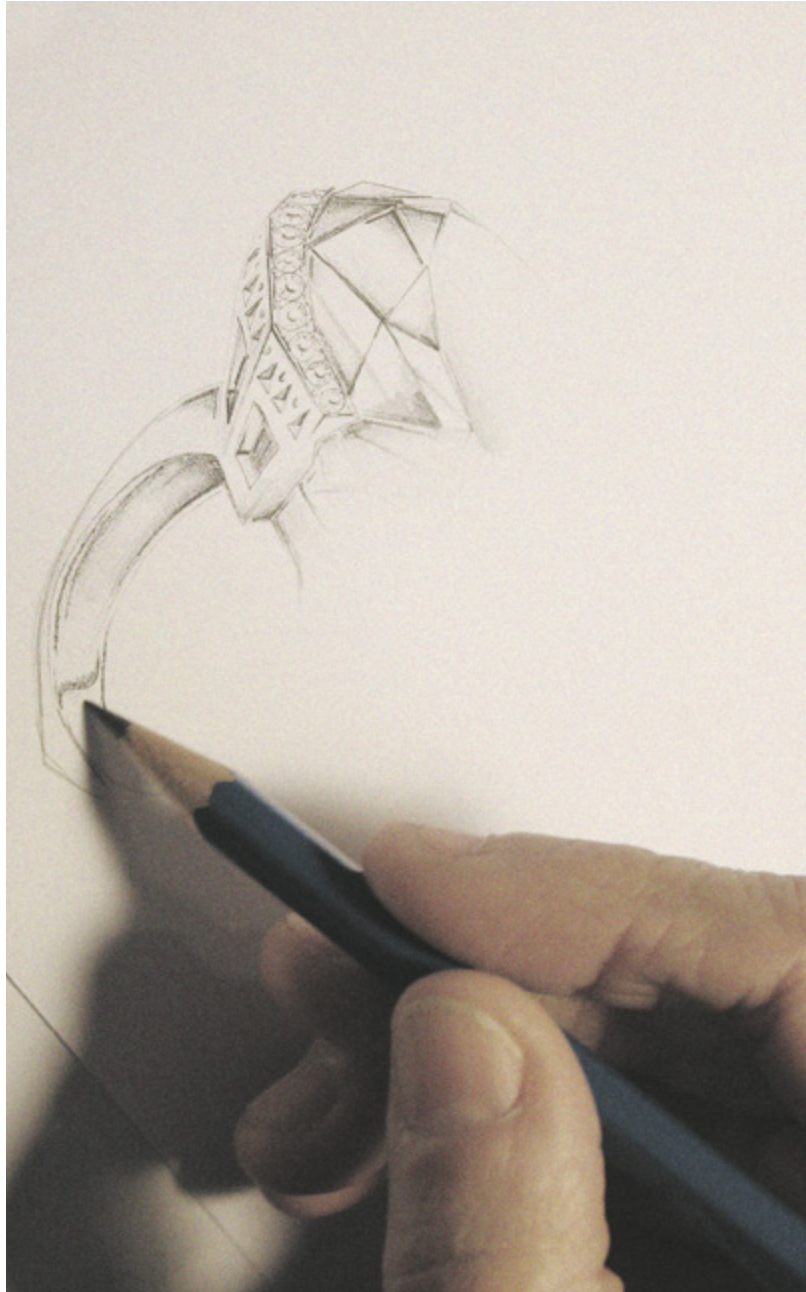


A HISTORY OF UNIQUENESS

It was the 60s, and in Florence it was the years of Vespa and student fervor, it was the years of haute couture fashion shows and the first beach holidays. Those were the years of the second Florentine Renaissance. Ugo Calà was little more than a child and in his spare time he helped his father in the barber shop, located a stone's throw from the Ponte Vecchio. The finest master goldsmiths of the city frequented the shop. Thus, Ugo began to be passionate about the stories told by those men with such skilled hands and soon became an apprentice of one of the most famous jewellers of the Ponte Vecchio. The grown up boy became an expert and decided to create his own brand. Ponte Vecchio Gioielli was born. Just like his father, Francesco Calà inherits the same passion and dedication to the world of jewelry.



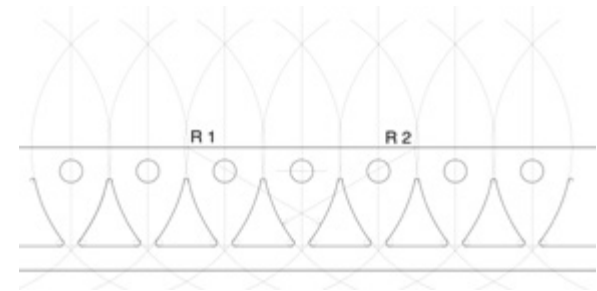
CREATIVENESS AND RESEARCH



By introducing an imaginative and stylistic approach to such a profoundly classical universe, Ponte Vecchio Gioielli managed to bring jewellery into the world of fashion. In 1990, our Style department redefined the concept of jewellery by adding stylistic innovations able to inspire an entire sector. It was the end of an era and the beginning of the jewellery Renaissance.

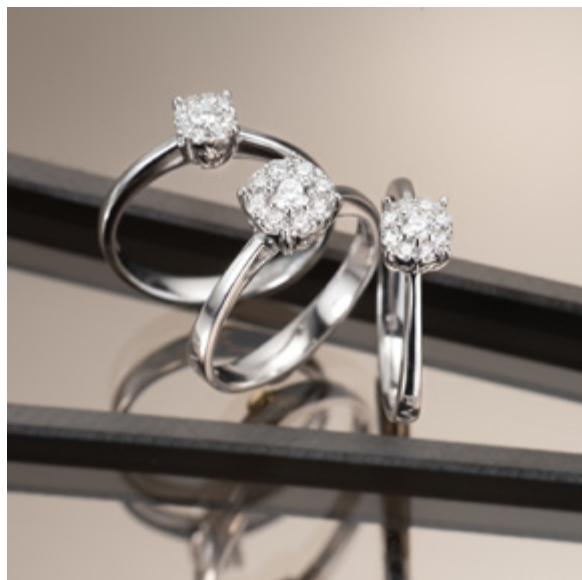


DESIGN AND IDENTITY



The harmony of proportions and the creative spirit are revealing themselves in every precious detail; such as in the “sgriffatura”, an ancient perforation invented by Benvenuto Cellini to add more light to the gemstones, and the “point” of each ring stem, confers each jewel a distinctive balance of shapes and makes all the Ponte Vecchio Gioielli’s creations unique. Only passion and respect for work lead to excellence.

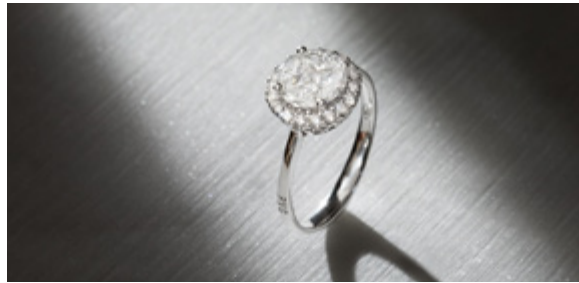
ARTEMIDE



Innovation comes from the bases of tradition: the classic diamond on white gold is transformed into current proportions, maintaining its balance but without common symmetries.



BENVENUTO



The classic reinvented! New shapes fit into the diamond world like baguette, navette, marquise and pear shape. A super refined and precise setting that gives the illusion of a single stone.



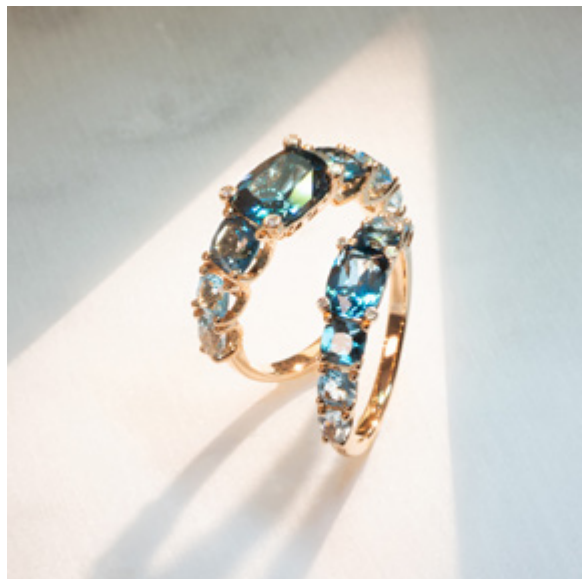
BUTTERFLY



The play of intervals between white and pink gold decorated with diamonds defines the Butterfly collection. Original and light like the flapping of a butterfly's wings.

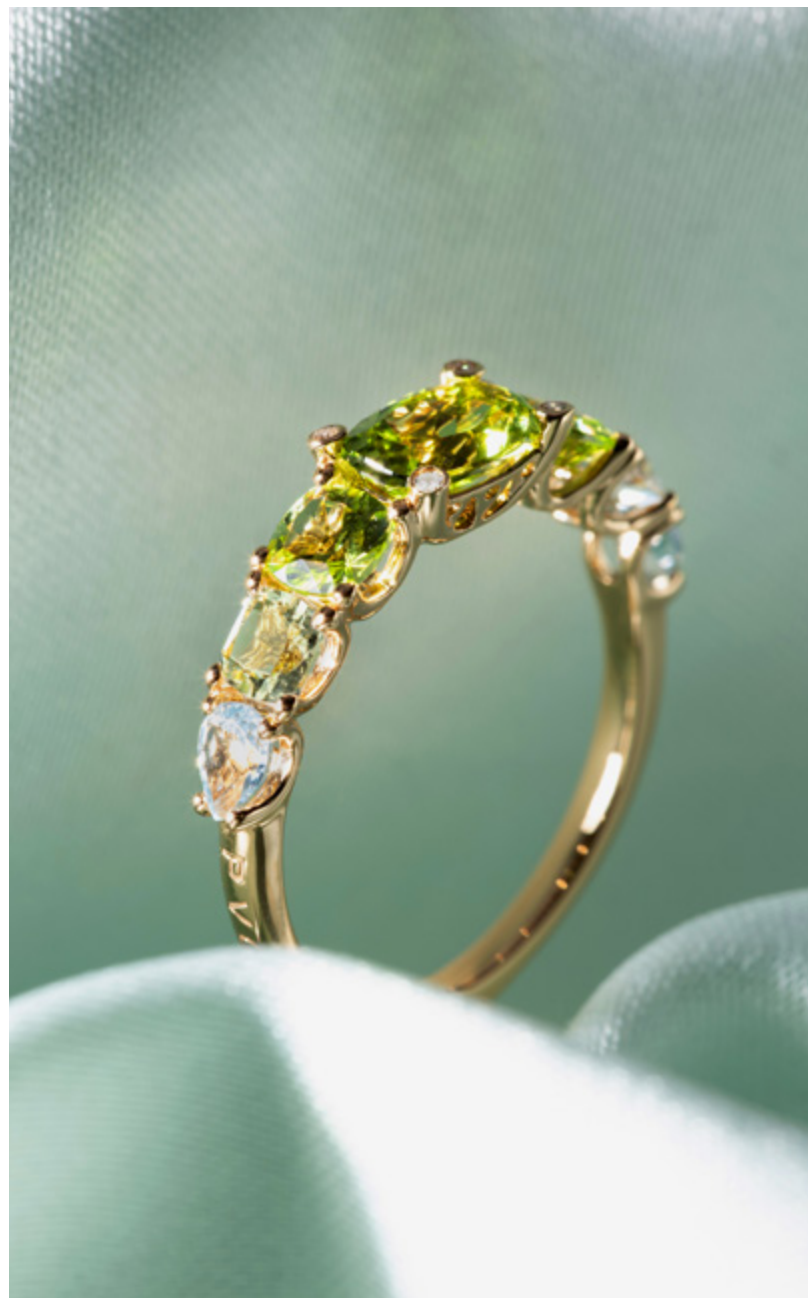


IRIS



As from the homonymous flower, “Iris” is a bouquet of colored stones: London blue and sky topaz, citrine, amethyst, garnet and diamonds are the protagonists. Dégradé cuts and colours make it unique as every woman!





NOBILE

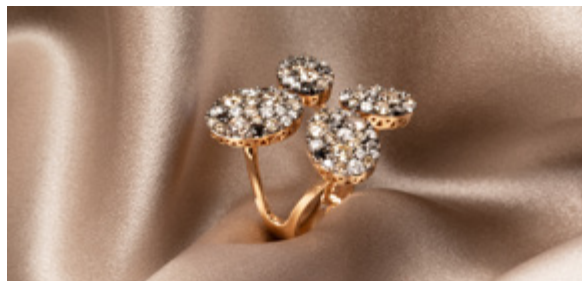


Gold threads intertwine as in the most beautiful and precious silk, giving rise to a refined knit adorned with diamonds and precious stones.





PITTI



From the beauty of the “Pitti” Palace and from the ancient streets of the historic centre of Florence comes the homonymous collection, characterized by a pavé in precious stones of different sizes, in harmony with each other.



SATURNO



Ellipses of diamonds adorn the jewels giving it a sense of continuity; in contrast with brown diamonds, sapphires and rubies. Elegant and eternal, it is the flagship of our creations.



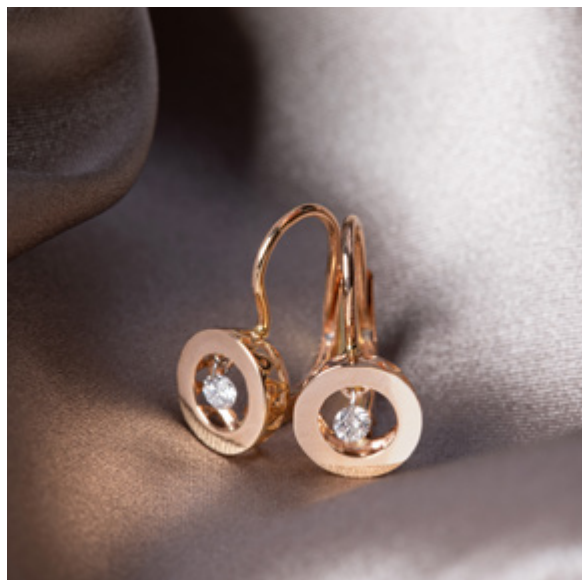
SIRIO



The diamond is proposed by Ponte Vecchio Gioielli inserted on settings that have a slight oscillation to highlight the brightness, brilliance and to create a floating game of stellar luminosity. Essential and classic shapes make “Sirio” elegant and sophisticated.



VEGA



The shimmering vibration created by diamonds that are free to move on a platinum loop, evoking the light of the brightest star.



LOVE LOCK



For almost a century, a special symbol of love has existed in Florence. Legend has it that if a couple attaches a padlock to the Ponte Vecchio and throws the key into the Arno River then their love will last forever. Honouring this tradition, Ponte Vecchio Gioielli has brought this iconic gesture to life. Therefore, every jewel we create is packaged in a box held closed with a special padlock to celebrate the magic of the Ponte Vecchio.



QUALITY

Our jewellery always complies with the highest quality standards: from the cut to the brilliance, from the gemstones to the diamonds, from the measurements to the design lines. Expert goldsmiths continually judge the working processes that turn chrysalises into butterflies, diamonds into jewels. Once you have it in your hands, however, our work is not finished. In order to ensure your full satisfaction, we offer an unequalled after sales service, because our jewels are forever.



www.pontecchiogioielli.it



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