

*Dada Arrigoni*<sup>®</sup>

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COMPANY PROFILE

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# THE STORY

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Timeless jewelry to create the future. Since 1985.

With over 30 years of passion for jewelry, Dada Arrigoni brings her unique and distinctive style to women who wish to express themselves and their personalities while avoiding banality. Dada Arrigoni anticipates trends in style and design with unmistakable and timeless jewelry, playing with shapes, proportions, and weights to create pieces with a unique aesthetic identity, balancing the contrast between modernity and timelessness. It is a style that transcends fashion, reflected in the designer's ability to create recognizable collections with unique forms, beyond traditional formality.

Dada Arrigoni aspires to be a benchmark brand in the world of high jewelry, positioning itself with a predominantly quiet luxury character avoiding excessive ostentation and instead focusing on meticulous attention to detail, craftsmanship, and symbolism that connects to the emotional experience of those who wear these precious jewels. It offers women uncompromising quality, along with the gratification of expressing themselves through unique and exclusive creations.

Dada Arrigoni is a well-structured company, ready to tackle market challenges with determination and professionalism, aiming to establish itself internationally.





## BRAND VALUES

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DESIGN

EXCELLENCE

STYLE

PASSION

AUDACITY

QUALITY

MADE IN ITALY



## PRODUCT VALUES

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CONTEMPORANEITY

TIMELESS

WEARABILITY

QUIET LUXURY

STRONG IDENTITY

HIGH CRAFTMANSHIP

QUALITY MATERIALS

## DADA ARRIGONI, THE DESIGNER

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Jewelry has always been an integral part of Daniela Arrigoni's life. When asked how Maison Dada Arrigoni was born in 1985, her memory goes back to her grandmother Adele, who, while busily preparing a pie, would wear long pearl necklaces around her neck. This is where the designer's story begins—an expression of an authentic passion for jewelry, art, and fashion, and the embodiment of an independent, strong-willed, and tenacious woman who believes in herself and wishes to live with joy and inspiration.

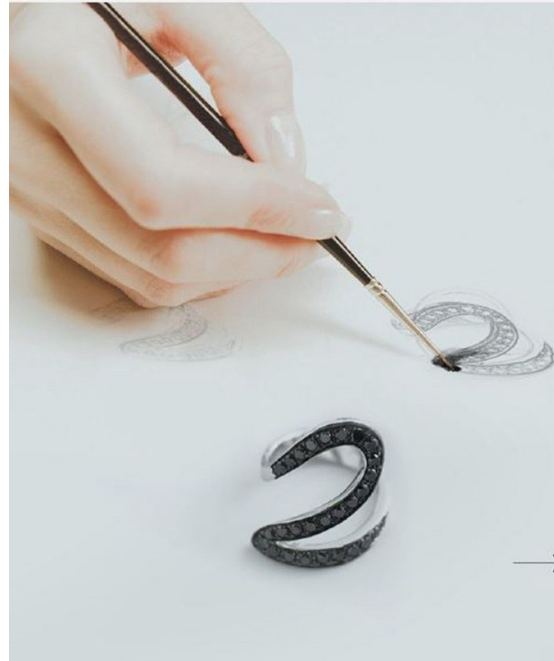
Thus, jewelry is born that can envision the future and look beyond time and space. Collections with unique forms, internationally renowned, representing the pinnacle of Italian excellence in the luxury jewelry world—iconic and feminine. Contemporary pieces, designed for women who want to surprise themselves.

A pioneer of trends, Dada Arrigoni stands out in the exclusive market for its strong identity, combining contemporary design with symbolism and craftsmanship. The aim is to inspire clients, helping them express their individuality with a unique and distinctive style, free from conventional rules.



*«The creative process is instinctive, originating from a variety of inputs that are first absorbed and then processed. It begins with a vision of the object, which is then transferred to paper in a preliminary sketch, and only afterward it is refined in terms of product and collection.»*

*A Dada Arrigoni jewel is a recognizable and timeless design.»*



## THE DESIGN

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It is the study of the shape of a jewel, both beautiful and ergonomic, so that it feels as comfortable as a second skin when worn. It is an obsession with details, with those elements that make the jewel beautiful even when it is not being worn. It is the study of proportions and the search for the perfect balance between the weight of the jewel and its visual perception, with no hesitation.

For Dada Arrigoni, design is contrast—between colors, materials, and finishes. It is the pursuit of coherence within inconsistency, a refusal to accept half-measures. It takes courage to take a stand and express choices free from external influences.

In design, Dada Arrigoni strives for perfection but embraces imperfection, welcoming the unexpected that does not disrupt the balance of the jewel but breaks its aesthetic monotony. She embraces the unexpected as something playful yet intrinsic to her, her story, and the jewel itself. From Dada Arrigoni's designs come jewels that speak of the wearer and their personality—jewels that stand out without ostentation.

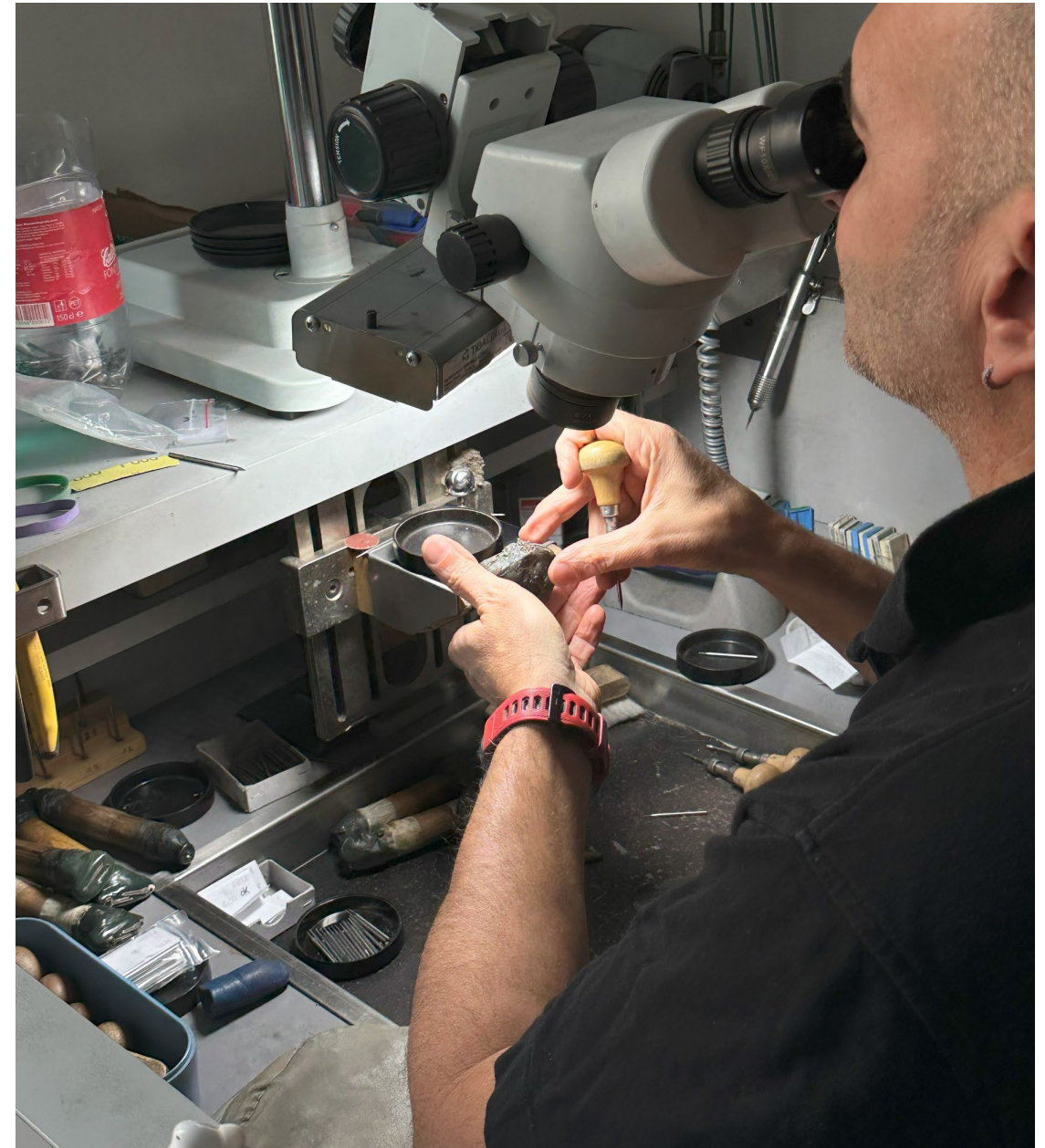


# THE PRODUCTION

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Creativity, design, excellence. These are the principles on which Maison Dada Arrigoni is founded, boldly interpreting every woman's style with innovation and a touch of irony. Dada Arrigoni's jewelry is entirely crafted in Italy by specialized goldsmiths, using the highest quality materials while respecting ethical and moral principles at every stage of production: from the sourcing of raw materials to the finished product.

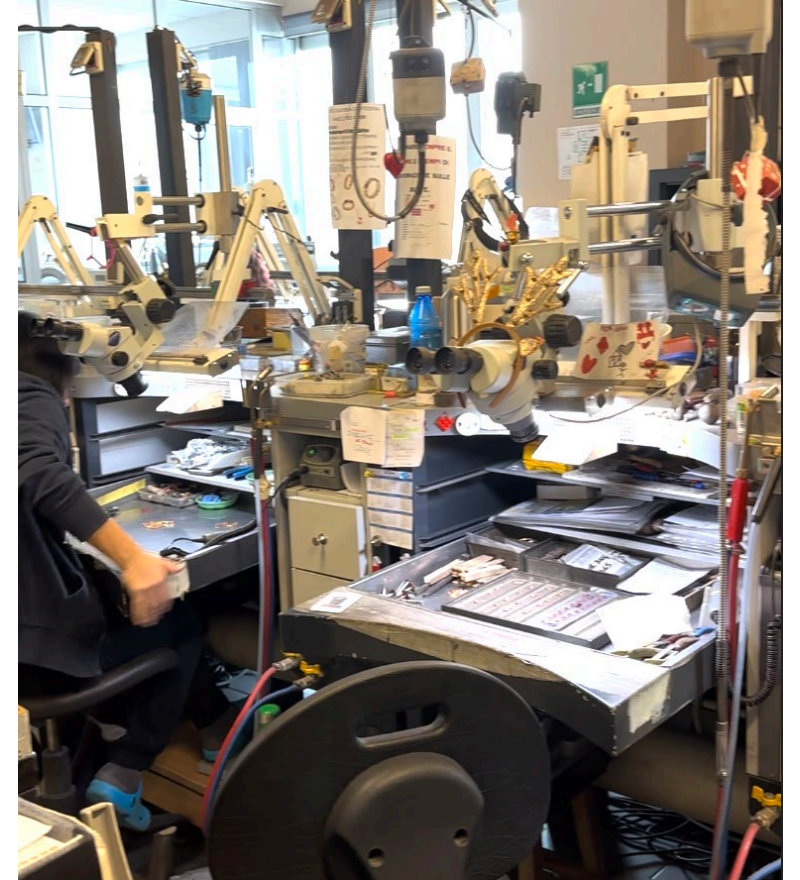
Timeless collections where the world of jewelry blends with art and fashion, exploring new shapes and materials, with complex craftsmanship and intricate details that require high-level expertise. A careful study of forms and volumes for contemporary, ergonomic jewelry meant to be worn every day. At the heart of Maison Dada Arrigoni is the rich tradition of Italian goldsmithing, combined with the skill and craftsmanship of artisans who work closely with the creative and design workshop.





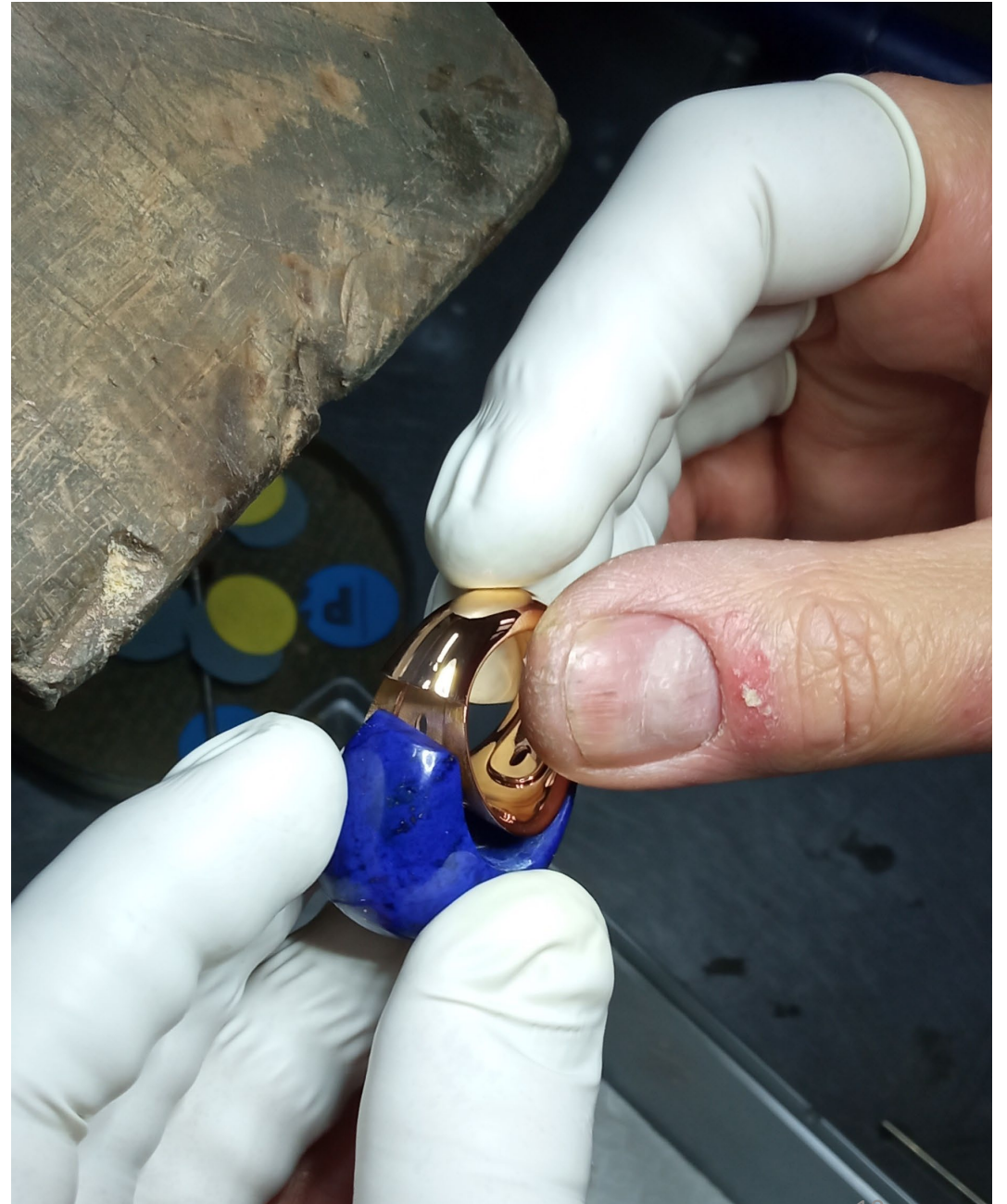
# THE PRODUCTION

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Manufacturing process of the Happy Frog Stone ring.

Specifically, polishing of the frog set with diamonds and the setting of the stone component onto the 18k rose gold ring base.



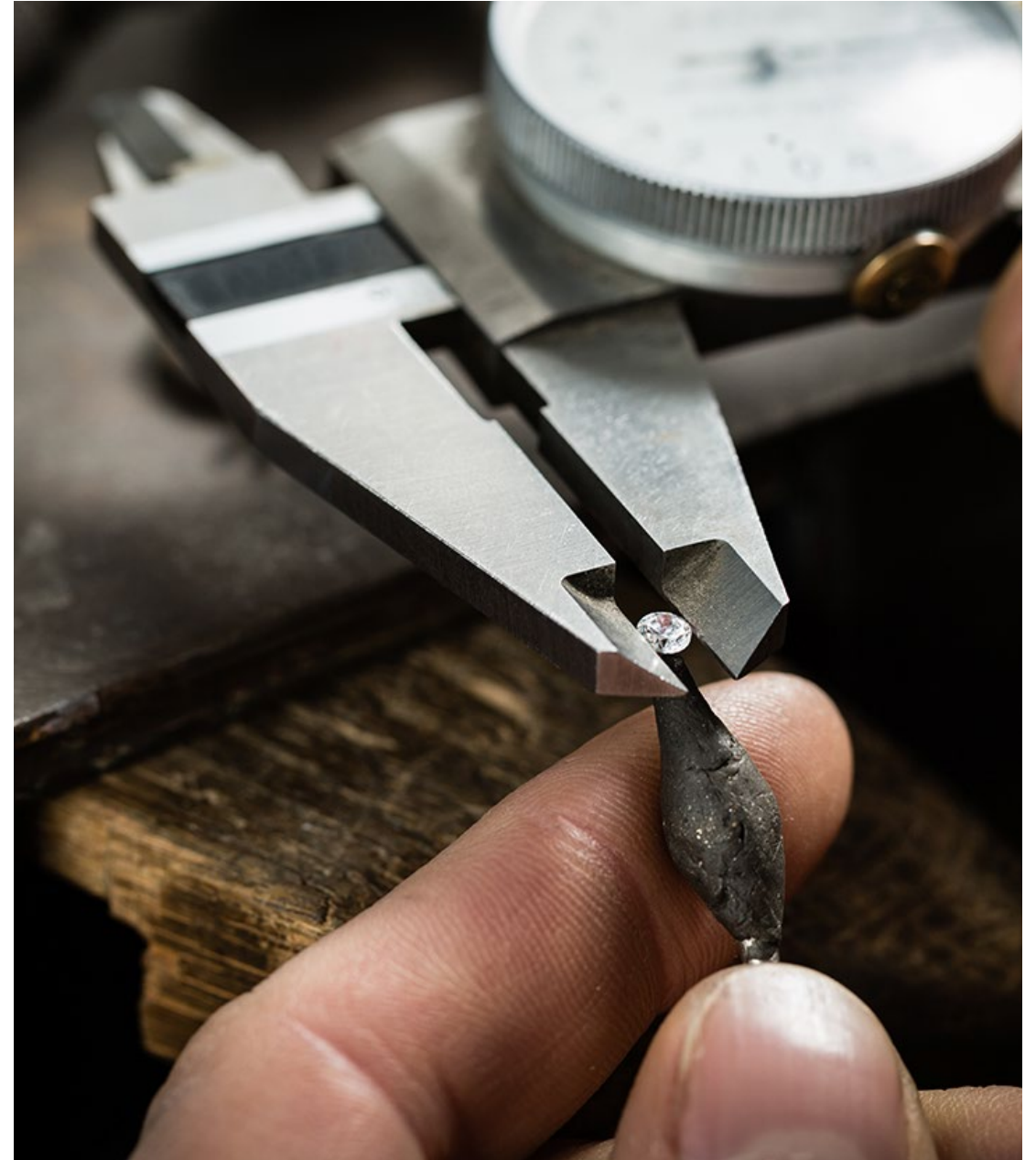
## SUSTAINABILITY AND INCLUSIVENESS

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We create long-lasting, timeless jewelry with an extended lifecycle, using raw materials exclusively from certified suppliers, which can be fully recovered and reused. The diamonds we use come from legitimate sources, in accordance with the Kimberley Process (2003), a certification system that ensures diamond trade profits are not used to finance conflicts or wars. They are processed and cut in India from rough diamonds sourced from Canada and the Diamond Trading Company. The 18k gold used in our jewelry is sourced exclusively from certified suppliers.

We strive to use eco-sustainable and certified materials as much as possible for our marketing.

We aim to support our growth with a diverse pool of talent that brings a variety of perspectives, thanks to their different backgrounds, while ensuring equal opportunities.



# DISTRIBUTION

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# BERGAMO : HEADQUARTER'S CITY

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# DADA ARRIGONI'S FLAGSHIP STORE

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A unique experience awaits at the new Dada Arrigoni headquarters. In the prestigious Piacentiniano center of Bergamo, a concept has been born with an intense and enveloping atmosphere. The mood is refined and contemporary, with spaces that express themselves through Lago's essential design, the project by architect Piera Zecchinato, and the exquisite craftsmanship of Dada Arrigoni's jewelry.

A welcoming and harmonious environment is created through the selected forms and color tones: light and natural shades, contrasted with black walls, forming a chiaroscuro effect that adds warmth, capable of evoking surprise and a touch of irony and passion, thanks to the pop art pieces by Frank Denota and the bold design objects by Roberto Bertazzon—both exclusive collaborations with Dada Arrigoni.

Maison Dada Arrigoni is a revelation: a sensory journey filled with light and wonder, fragrances and music, a voyage that achieves the perfect balance between the modernity of design and the artisanal craftsmanship rooted in the savoir-faire of high jewelry tradition.





*«I love clean, essential design. We've created a welcoming space that evokes a sense of familiarity and intimacy. A place that feels like home, like a cozy living room, a space that makes you feel comfortable.»*

*Just like my jewelry: timeless, contemporary, with an elegance that never fades.»*

# SOME OF OUR DEALERS IN THE MOST EXCLUSIVE ITALIAN LOCATIONS

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CAPRI - Piazzetta



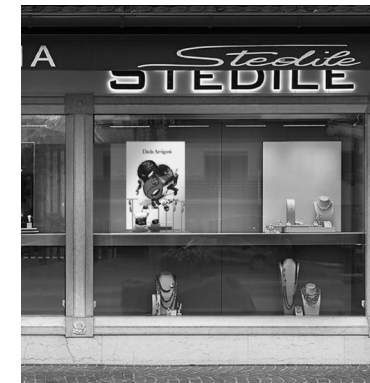
FORTE DEI MARMÌ



TAORMINA



BELLAGIO



MADONNA DI CAMPIGLIO



CORTINA



FIRENZE - Ponte Vecchio



ROMA



PANAREA

Dada Arrigoni partners only with dealers who embrace the same philosophy of beauty and exclusivity. This shared vision goes beyond market stereotypes and is elevated by a relationship of mutual respect and trust.

The common thread of our distribution is international high-end watchmaking.





*«Jewelry defines a look. It represents something a woman has achieved, a milestone, a gift we've earned.»*

*When I envision a piece of jewelry, I imagine its shapes. The movement of the form, how the shapes are worn, and how they follow the natural curves of a woman's body.»*

# COLLECTIONS

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ELIKA





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ELIKA is Dada Arrigoni's most iconic collection, embodying natural beauty and inner balance, blending simplicity with refinement. It draws inspiration from nature and the sleek shapes of maple seeds, symbolizing continuous motion, change, and vital energy.

This gives rise to an essential form, with fluid and enveloping lines, for exclusive jewelry that merges Italian craftsmanship with a modern and versatile aesthetic. One of the collection's distinctive features is its ability to balance simplicity and luxury, creating a contemporary classic that has always been the Maison's symbol for women who love elegance in its most refined simplicity.



IVY





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In a constant state of surprise and reinterpretation, IVY lives from femininity, from soft, dynamic shapes. Classicism meets contemporaneity in lines that dance.

Born in 2000, a symbolic year of transformation, Ivy in English means “edera”, a symbol of loyalty, growth, and resilience. This is a sinuous and enveloping collection where natural elements are reimagined in a modern, stylized way, while maintaining a refined and feminine touch. Its innovative creations have the power to redefine style, turning jewelry into an ode to natural beauty and timeless elegance.



GLAMOUR





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The rock soul of Dada Arrigoni is expressed in GLAMOUR, which combines the strong character of the most exclusive leathers with precious elements in gold and diamonds designed for unconventional, architecturally shaped jewellery.

A collection that speaks with verve, with a contemporary design for an exuberant and daring line.





# HAPPY FROG



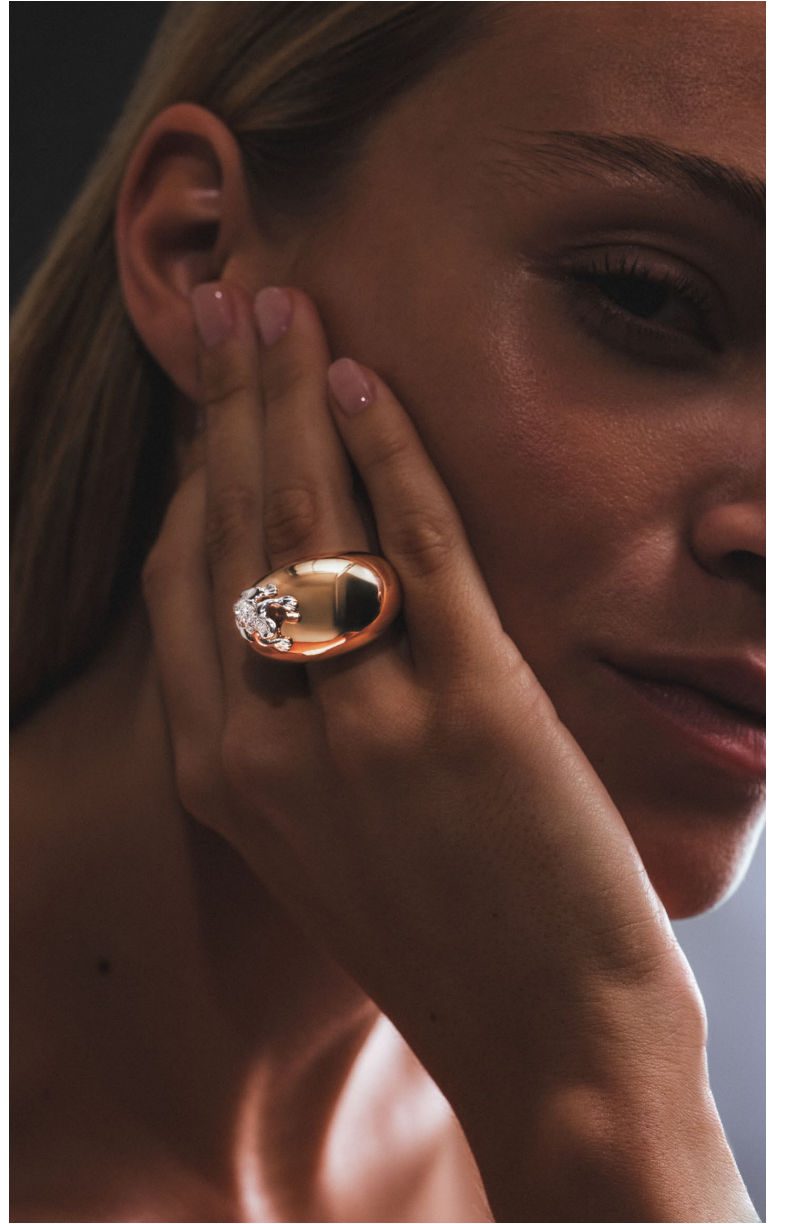


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One of the most iconic collections, a perfect embodiment of the brand's playful and artistic identity, where the frog symbolizes transformation, prosperity, and positive change. The HAPPY FROG was born as a ring: a small diamond frog resting on a base reminiscent of a stone. The collection is constantly in evolution, with new jewels, materials and colours.

Constantly evolving, the collection is reimagined with new pieces, materials, and colors, offering a playful yet sophisticated design that brings a touch of fantasy to luxury. A sculptural line, representing Dada Arrigoni's philosophy of celebrating life with optimism and joy through a refined and captivating aesthetic language, aligned with the brand's vision of fashion that inspires and evokes emotions.





# MALAFEMMINA





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Jewels that unveil beauty and exude a captivating allure.

A serpent gracefully coils around an apple: this is how MALAFEMMINA was born, symbolizing a woman with a strong personality. A daring collection focused on a feminine imagery that conveys a bold identity through a deliberately striking aesthetic, creating a contrast between luxury and edge. The stylized and precious forms become fluid, embodying pure energy that speaks of rebirth. The complexity of the craftsmanship is revealed in the meticulous attention to detail, emphasizing the brand's bold and luxurious character.



# DADA ARRIGONI AND THE ART

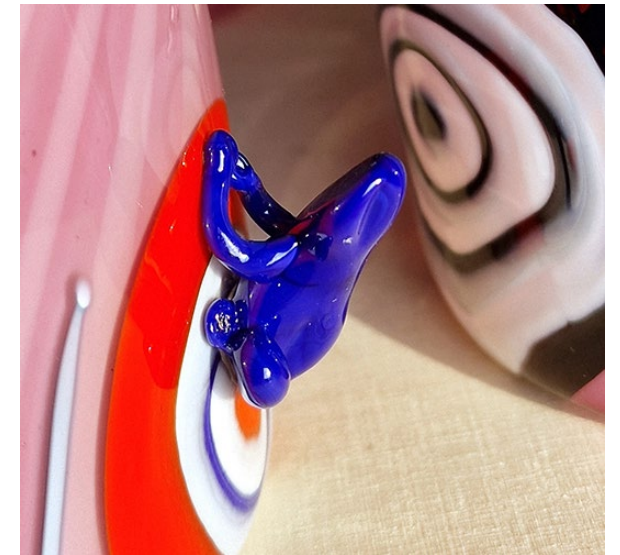
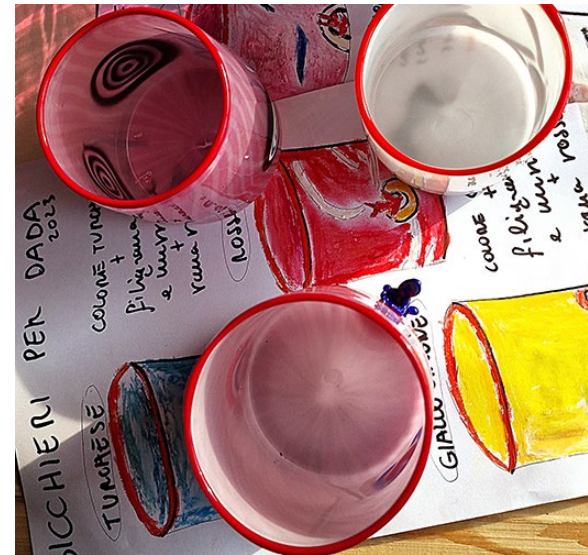
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## COLLABORATIONS

# HAPPY FROG AND THE MURANO GLASS

A chance encounter, an artistic collaboration that stems from Dada's passion for glasswork and Roberto's artisanal expertise, along with their mutual love for the frog, a symbol of good fortune and freedom.

This is how "Like frogs in a pond" came to life, dedicated to the iconic Happy Frog collection—a series of small works of art in Murano glass, with the frog as the protagonist, sculptural and almost lifelike in vibrant colors and unique forms. Each piece is entirely handcrafted using the Incalmo technique with filigree and Murrine made specifically for the collection. It takes ten steps to create each piece, making these works of art truly magical, presented in exclusive, hand-customized packaging.



Giallo limone





# HAPPY FROG AND POP GRAFFITI

The Happy Frog ring as interpreted by artist Frank Denota. A fusion of Dada Arrigoni's design and the art of Frank Denota, one of the foremost exponents of international Pop Graffiti.

A close, dynamic, and inspiring relationship. Brilliant insights, cross-influences, and new inspirations come to life in an artistic reinterpretation of an iconic piece of jewelry. It transforms into oil on canvas, scarves, screen prints, and other artistic media.

Increasingly pop.



THANKS

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