



ANNAMARIA  
**CAMMILLI**  
FIRENZE

A story of genuine Made in Italy



Annamaria Cammilli is a designer jewelry brand with a high manufacturing quality. Since 1983 it produces 100% of its jewels in Italy and exports worldwide.

Cammilli creations stand out on the international scene for their originality and are recognizable for a coherent style that has become known as “Cammilli style”.

Annamaria Cammilli is the founder of the company, she has always been a painter and sculptor. An all-round artist who has brought her passion for sculpture to jewelry design, establishing a company on the basis of her artistic talent. Over the years the creative team has expanded and continuous research has allowed to refine and customize a very special manufacturing method.





An extraordinary three-dimensionality distinguishes Camilli jewels, whose volumes are “living”, fluid forms 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.

The manufacturing method employed is the lost wax casting technique. But what really sets Cammilli apart from the other Maisons, is what happens before the casting: the handcraftsmanship of the wax prototype. In the manufacturing process there is always a “mother” shape, the first one, which at Cammilli is completely handcrafted. The difference with the other jewels is noticeable.





But the peculiarities of Cammilli jewels do not end here. Their added value consists of several factors: the surface finish and the gold colors are two well-known distinctive features.



Almost forty years of specialization have allowed the company to develop the exclusive velvety gold finish which, combined with the shiny surfaces, enhances the depth of the shapes for an original and recognizable aesthetic impact.

AETHERNA is the name of this gold finishing method that has always distinguished Cammilli jewels: a secret recipe handed down over the years, to give a silky and “crystallized” appearance to the gold surface that does not deteriorate over time.

Cammilli jewels are available in eight colors of gold. Five colors are obtained directly from the casting of 18kt alloys, while *White Ice*, *Black Lava* and *Chocolate Brown* are enriched by a further rhodium treatment. The nuances are very sophisticated and different from each other: a wide range of chromatic possibilities for the most demanding women, who particularly appreciate the opportunity to choose the nuance that best suits their skin tone.



*Black  
Lava*

*Chocolate  
Brown*

*Natural  
Beige*

*White  
Ice*

*Pink  
Champagne*

*Orange  
Apricot*

*Yellow  
Sunrise*

*Yellow  
Lemon Bamboo*



Cammilli products represent the real essence of Made in Italy.

Entirely handcrafted in Italy, they embody the authenticity of a manufacturing process that has its roots in the ancient goldsmith's art.

To highlight this strong bond with the territory, each Cammilli jewel is packaged in a real Alabaster stone case from Volterra, a piece of Tuscany that will travel the world together with those who buy it.





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.

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





Annamaria 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 the product development manager.

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 Annamaria Cammilli flagship store is located right in the heart of Florence, in front of its symbol par excellence, Palazzo Vecchio.





A N N A M A R I A  
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Annamaria Cammilli, jewels in Florence since 1983.

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