



## K DI KUORE Company Profile

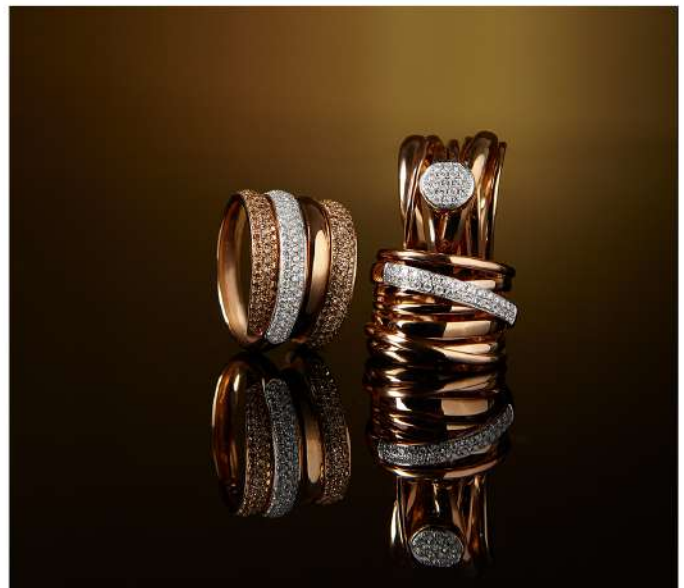


### K di Kuore's Creations

Each of K di Kuore's creations is a story to be worn, to elicit emotion in the wearer: the brand has become synonymous with elegance and glamour. Our entirely handcrafted workmanship is one of K di Kuore's strengths. The company has always relied upon handcraftsmanship and each of our pieces is, in fact, unique.

### Our story

The story of K di Kuore began in Florence, the cradle of the renaissance, in 1996. After two decades working in the fashion industry, Giuliano Giannini decided to establish the brand, sharing his vision with a group of fashion designers. The brand's objective from the outset was to marry traditional techniques with the most innovative designs in order to create fashionable jewellery with traditional shapes and volumes: a contemporary cult.



### The name and the logo

The name K di Kuore embodies our entire company philosophy: a synthesis of opposites, between reason and emotion. On one hand, the heart (that in Italian is Cuore), the engine of life from which passion, art and creativity take shape; and on the other, the letter K, intended by Giannini to symbolise these instincts. The heart that makes up the logo is open, symbolising a far-reaching vision, focused on the search for the new, on experimentation and change.

## Giuliano Giannini

Giuliano Giannini is the founder and CEO of K di Kuore. Born in Torrita di Siena in the heart of Tuscany, a region characterised by small pieces of heaven like Pienza, Montepulciano and Monticchiello. Places he loves return to frequently and which have contributed to shaping the inspiration for K di Kuore's collections. After studying chemistry he began working in the women's beauty and fashion industries, taking managerial roles in multinationals over the years.



## Creativity

Inquisitive and creative, Giannini is always looking for new ideas. He has always been interested in luxury products which are, at the same time, heavily unique. He imagines “perfect, attractive jewellery with a spirit that transmits strong positive energy”. Since its foundation, K di Kuore has recruited the designers that most closely fit this vision. It is a strong supporter of craftsmanship, always with main objective of enhancing the beauty of the woman who wears it.



## Our vision

Giannini has always had a consistent vision and this has allowed K di Kuore's jewellery to maintain its competitive position on the international landscape. An eclectic and motivated individual, he has expertly formed a dedicated group of professionals around himself. For several years his son Filippo has worked alongside him, sharing his corporate vision and contributing a fresh and innovative perspective to the brand.



# Absolutely Handmade

K di Kuore's jewellery is an example of contemporary 21st Century craftsmanship. The mastery of handcraftsmanship is the soul of the brand. This craftsmanship is our most appreciated distinguishing characteristic, in the eyes of our customers. Every gesture of our craftsman shapes the gold, making each piece they create unique and unrepeatable, proudly Made in Italy. All of K di Kuore's products are in 18 carat gold, with precious and semi-precious stones which have been ethically sourced through a Conflict Free supply chain. All of our jewellery comes with a lifetime guarantee.



## Design

Through its study of design, K di Kuore leaves a modern imprint on the most classic designs. The company plays an important role as innovator and trendsetter thanks to its dynamic spirit and its young and exclusive designers. Each year, K di Kuore presents two new collections on the occasion of the most important international trade fairs, enabling the company to continually renew itself, while remaining faithful to its own style guide.

## Inspirations

Nature is the brand's main source of inspiration. The sun, its light and its vital energy, the sea and the power of the waves are the fundamental elements in K di Kuore's creative process. Our product design is defined by intertwining elements that wrap around each other, symbolising the bonds of human relationships. K di Kuore's jewellery tells a story. Giannini believes that cultural comparisons between people from all parts of the world and their different traditions leads to new ideas and increased inspiration.

