



PESAVENTO AWARDS 2018

Following the success of Dream25, Pesavento has created AWARDS 2018: a new event designed to recognise those jewellers who achieved the best results in 2018. We will celebrate the success of the brand together during this special evening, full of excitement and surprises both for these top jewellers and for all members of the Pesavento world.



The Pesavento Awards are designed to celebrate two aspects of the life of our company:

Recognition of the major role of our jewellers in promoting the Pesavento brand throughout the world. Our aim is to reward the best contributions in terms of

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creativity, emotion and performance, and also to encourage continuous improvement and to further strengthen our collaboration.

Recognition of the efforts of those special people who have made a particular contribution in promoting art, protecting their locality, and developing awareness, and who therefore deserve to be valued for their good work.

All Pesavento jewellers are invited to attend. An expert jury composed of leading figures from the worlds of art, design, journalism and culture will select the overall winners, who will receive their awards at the gala event on September 23rd.

Pesavento Awards - Creativity, Emotion and Performance awards for jewellers

Applications can be submitted between 10 July and 10 September, important months for many shops in tourist areas.

It's very easy to take part: for the Creativity and Emotion categories, just email pesaventoawards2018@pesavento.com before 10 September 2018, attaching the requisite material. All Pesavento customers take part in the Performance category.

Creativity - The best window setup, capable of representing the Pesavento brand, with a creative interpretation that seizes the customer's attention. To take part, just send us the name and details of the jeweller's attaching a photo of the Pesavento display in the shop window.

Emotion - The best post on the Social Networks, based on its originality and its capability of captivating followers with an authentic and original emotional content. To take part, simply post a photo of a Pesavento jewel on the social media accounts of your jewellery shop by September 10th 2018, adding a phrase expressing an emotion with the hashtag #PesaventoAwards. You then send the details of your jewellery shop, attaching a photo of the post.

Performance - The point of sale with the best sales figures for Pesavento jewels. Pesavento will draw up a ranking, and will reward those jewellers who have achieved the best increase in sales of Pesavento creations during the period from 01/09/2017 to 31/08/2018.

For each of the various categories, 3 candidates will be chosen for Italy, 3 candidates for European countries, and 3 candidates for non-European countries. The 9 absolute winners will be selected from among these finalists.

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The Pesavento personality award

Pesavento's commitment extends beyond its mission to create beautiful jewellery, because we know that a company's value is also measured by its ability to contribute to society. So we decided to dedicate a special prize to the efforts of the many people who have distinguished themselves in promoting art and beauty and protecting their locality.

The gala evening, Sunday, September 23rd

The event will take place in a very stylish location, the City of Vicenza Municipal Theatre, and promises to be a memorable and magical evening with many exciting highlights. As well as the guests who are present, others can get involved through social media and enjoy a fantastic live video experience.



The party will start with a **red carpet welcome**, with **photographers** to greet the guests as they arrive. This will be followed by the shared experience of listening to an emotive **sound-track**, chosen by one of Italy's most popular artists with a huge following on the international club scene.

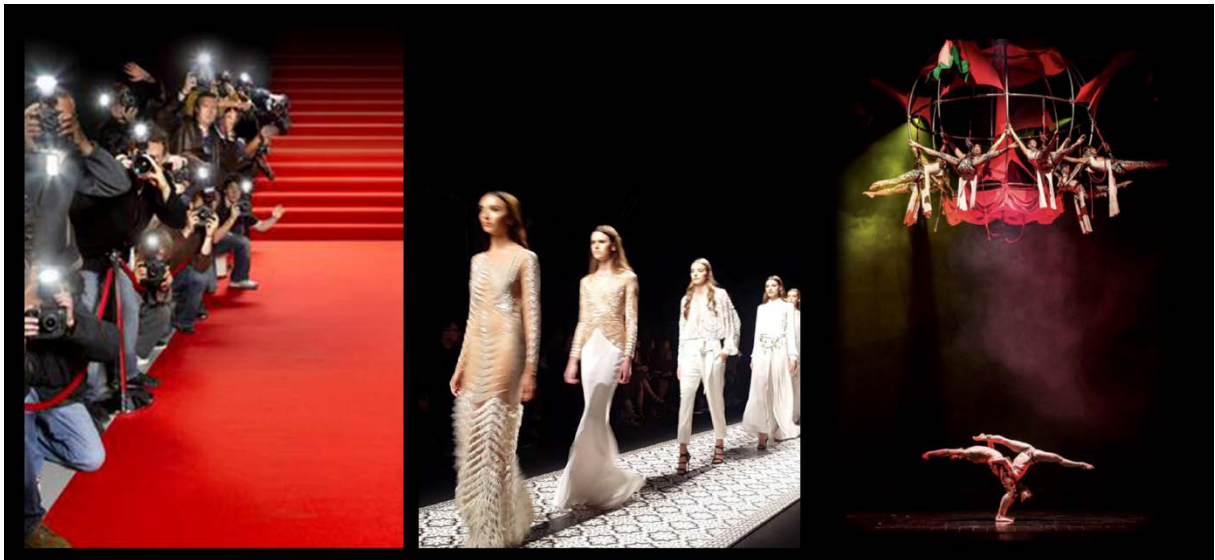
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When the **fashion show** starts, the spotlights will light up the catwalk, reflecting on the Pesavento jewellery and highlighting the models' outfits. A group of beautiful models from around the world will be taking part, showcasing the Pesavento collections, each in her personal and unique way. The show will end in style with a surprise photo shoot.

The **winners of the PESAVENTO AWARDS 2018** will then be announced and the prizes will be presented.

The evening will conclude with an amazing acrobatic **show**. The atmosphere will be like a wonderful fairy-tale, an extraordinary story of beauty and love.



LONG LIVE THE PESAVENTO DREAM!

Pesavento Awards 2018
The Municipal Theatre of Vicenza
23 September 2018