

# PESAVENTO

*Art expressions*

Jewelry to Love.

Masterpieces to Wear.



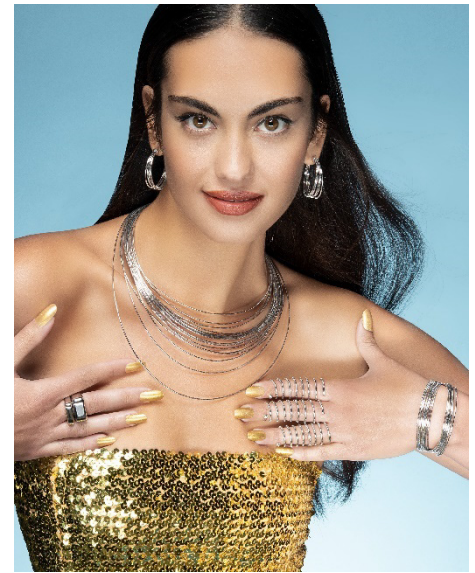
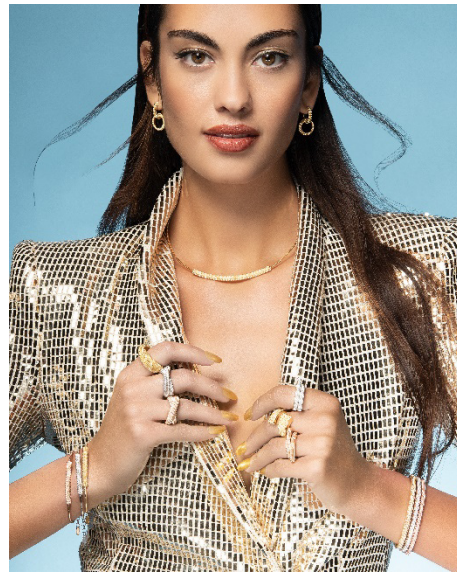
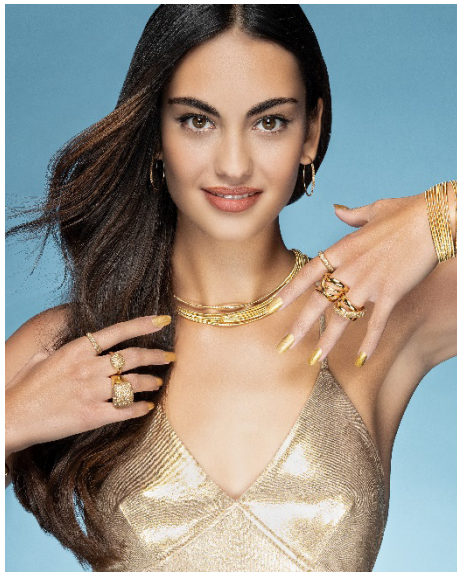
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## AN ICONIC BRAND, RECOGNIZED WORLDWIDE

Pesavento is an Italian excellence in the international jewelry landscape: an iconic brand that has won the trust of jewelers around the world by transforming dreams into jewelry that inspires emotion and enhances every facet of a woman's personality. The Pesavento style is defined by uniqueness and constant research. Each creation is born from the meeting of creativity, innovation, and emotion. A poetic expression designed to be worn on the skin.

Pesavento stands out for its distinctive and recognizable designs, impeccable quality, outstanding service, and refined, coherent communication.







## CREATIVITY, INNOVATION, EXPERIENCE

### The values of Pesavento quality

**Creativity.** Pesavento interprets the essence of jewelry in a unique way, achieving a perfect balance between elegance and design. The key to its success lies in anticipating women's desires and transforming them into luminous emotions.

The result is glamour jewelry that defines new trends.

**Innovation.** From the very beginning, Pesavento has explored new paths of research, combining Italy's renowned goldsmithing tradition with advanced technologies and cutting-edge finishes. In this way, every precious emotion reveals a glimpse of the future.

**Experience.** Passionate attention to every detail is the signature of the Pesavento style. A constant pursuit of quality that is felt each time a jewel touches the skin. Pure beauty, designed to captivate.



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## A STORY OF DREAMS AND SUCCESS



**1992. Vicenza: a dream comes to life. Pesavento is born.**

In Vicenza, a city where Palladian architecture meets the expertise of historic goldsmith workshops, Chiara Carli and Marino Pesavento bring a dream to life. Together with a small team, they begin to rewrite the story of contemporary jewelry.



**2007. The dream grows. Pesavento becomes a brand.**

Looking beyond borders, Pesavento establishes a new idea of jewelry that is sophisticated, creative, and contemporary. It is Italian style, loved worldwide. Pure lines and innovative volumes are transformed into art, creating jewelry that speaks directly to the heart. Pesavento Art Expressions is born. New words, new visions, and a new way of communicating the brand.



**2009. Pixel, a poem of light.**

A luminous and hypnotic texture envelops and defines forms, creating a rigorous play of intersections. Pure electronic poetry becomes jewelry. This is Pixel.



**2010. Polvere di Sogni, the beginning of an iconic success.**

A sparkling powder made of perfect micro-hexagons wraps each jewel in a dance of light. Polvere di Sogni is an absolute innovation, created through a technology never before applied in jewelry. The collection becomes the icon of Pesavento.

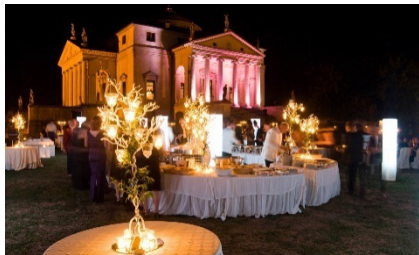
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## 2011. Baselworld: Pesavento's international debut.

The world's most important showcase for watchmaking and jewelry opens its doors to Pesavento. This marks a decisive springboard for global visibility and recognition as an international brand.



## 2012. Pesavento 20th: the magic of a dream fulfilled.

With the celebration of its 20th anniversary, Pesavento opens a new era of major events. The dream within the dream unfolds at Villa La Rotonda, the iconic Renaissance masterpiece by Andrea Palladio, where architecture, art, and beauty merge in an emotional crescendo.



## 2015. DNA Spring. A new icon, the brand's DNA.

With DNA Spring, a precious thread embraces an innovative, futuristic, silky, and luminous design. The collection achieves immediate success.

In 2016, it wins the *Best in Innovative* award at the Couture Design Awards in Las Vegas.

In 2018, it receives the *Fashion Jewelry* nomination at the Inhorgenta Awards in Munich.



## 2017-2020. The great Pesavento events.

The magnificent architecture of Palladio frames the 25th anniversary of Pesavento, an unforgettable celebration for Vicenza and international guests. This success continues with Pesavento Awards in 2018, Pesavento Talent in 2019, and Pesavento Dreamlands in 2020.

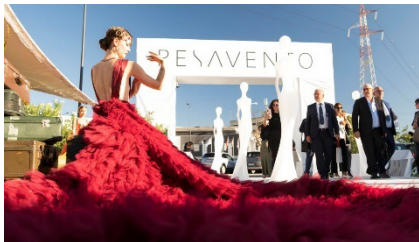
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## 2020. Forever Chic: a new chapter.

Timeless elegance defines the Forever Chic collection. The jewelry features bold volumes and clean, sculptural forms. It is a synthesis of beauty and purity, enhanced by unexpected balances and luminous effects. These creations express confident, radiant femininity.



## 2022. Pesavento 30th: thirty years of emotions and dreams that continue.

This milestone anniversary is celebrated with a spectacular pavilion set in the park of Villa Bonin and a memorable final event. *Journey into Elegance* brings together jewelry and vintage cars, photographic sets, and a choreographed runway show presenting New Collections and Best Of pieces.



## 2023. Polvere di Sogni - Colors of the World: renewing an icon.

New irresistible shades inspired by the wonders of the world renew one of Pesavento's most beloved collections. The success is immediate. The iconic dance of light now glows in pink, yellow, green, and light blue.



## 2025. The emotion of great returns.

Responding to a desire felt in the air, two major comebacks take center stage. Pixel shines once again with renewed brilliance. Yellow returns as a symbol of jewelry's origins and a bold new glamour trend across all collections. An absolute novelty, the Pesavento Luxury capsule collection debuts as a tribute to luxurious beauty and high jewelry.



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## WHERE WE ARE

In Italy and around the world, Pesavento builds refined relationships with jewelers through exclusive events and effective communication. The result is a strong and successful international brand project.



Store windows speak, capture attention, and inspire emotion.  
With Pesavento's consulting on layout, color harmony, and product selection, sales naturally follow.

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## IN-STORE EVENTS: IMMERSIVE BRAND EXPERIENCES

With Pesavento's support, every jewelry store can host exclusive events and unique experiences that create a strong emotional connection with customers. Direct interaction with the brand's founders and key figures, curated jewelry selections, and an engaging atmosphere ensure immediate commercial success.





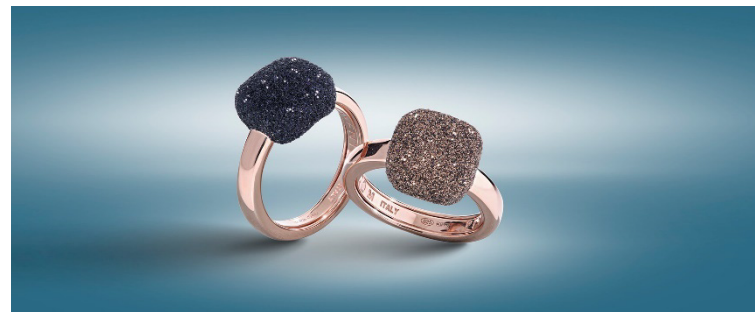
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## THE COLLECTIONS



GIALLO MONDO



POLVERE DI SOGNI



DNA SATURNO



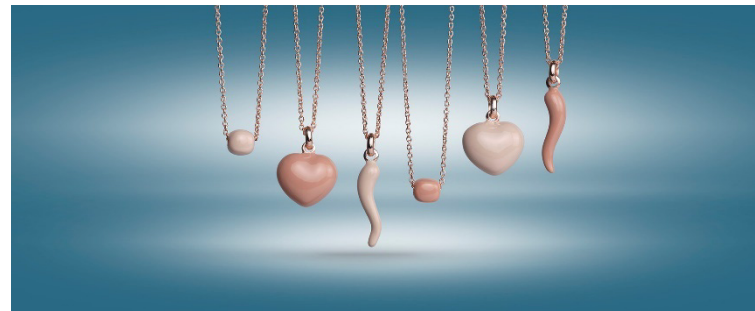
DNA SPRING

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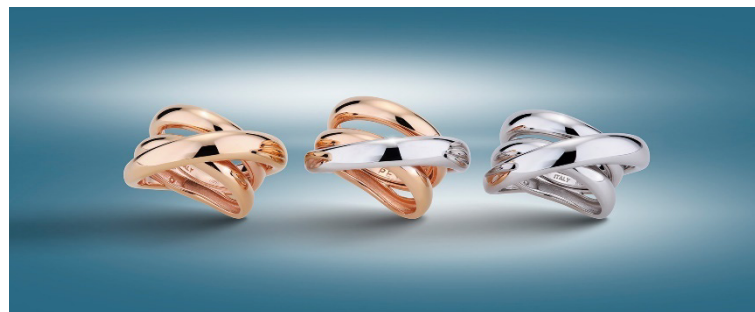
DNA POLVERE DI SOGNI



BRIO



PIXEL



FOREVER CHIC

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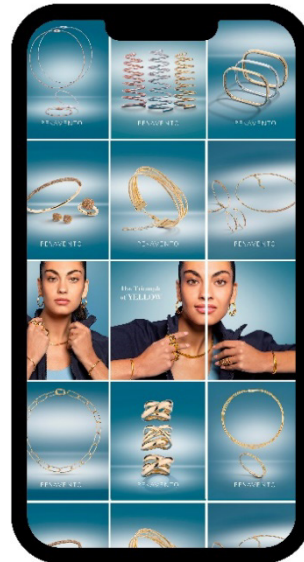
## COMMUNICATION THE PESAVENTO UNIVERSE

An integrated strategy across offline and online channels strengthens brand positioning and increases Pesavento's visibility.  
A multichannel approach allows the brand to connect with end consumers across multiple touchpoints.

### PRINT CAMPAIGNS



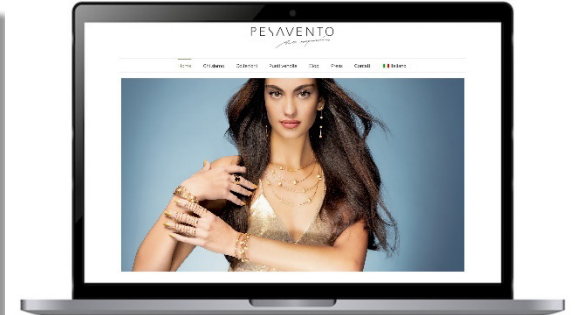
### SOCIAL MEDIA



### BROCHURES & LEAFLETS



### WEBSITE







## MEET THE TEAM



**Marino Pesavento**

Founder – Product Manager  
[marino@pesavento.com](mailto:marino@pesavento.com)



**Chiara Carli**

Founder - Creative and Communications Manager –  
Head of International Sales  
[chiara@pesavento.com](mailto:chiara@pesavento.com)

Behind the magic of every creation stands a passionate team, guided by Chiara Carli and Marino Pesavento, transforming craftsmanship and vision into jewelry that makes people dream.

