



G I S M O N D I

GISMONDI 1754 JEWELLERY COMES TO “SAKS FIFTH AVENUE”

FROM VICENZAORO, ORDERS CONFIRMED FOR OVER 500,000 EURO

The company is consolidating its presence in the USA through an agreement with the historic exclusive American luxury department store chain.

Genoa, 5 April 2022 – This year too, VicenzaOro, the international trade fair for the goldsmiths and jewellery world that has just ended, has brought interesting news for **Gismondi 1754**, the Genoan brand that produces high-end jewellery, listed on the Euronext Growth Milan market.

Just a few days following the end of the trade fair in Vicenza, the company has announced that it has signed an agreement with *Saks Fifth Avenue* for the sale of the Gismondi 1754 jewellery collections at the most important American luxury department store, with 45 stores across the States. The sales contract signed is “open” (i.e., it has no expiry date) and from May 2022, Gismondi 1754 jewellery will be sold in 5 department stores in Beverly Hills, Houston, Miami, Palm Beach and Naples. From November 2022, the Genoan brand will also be on sale in the main location at Saks Fifth Avenue in New York.

This is a major agreement in terms of both commercial importance and prestige, further consolidating the presence of Gismondi 1754 in the United States, where it already operates with another famous luxury chain, Neiman Marcus, in Garden City, Austin, Charlotte, San Antonio and Honolulu.

New Orders from VicenzaOro

Very positive feedback from the international trade fair VicenzaOro, where Gismondi 1754 picked up jewellery orders totalling EUR 512,444 from distributors and customers particularly from Italy, the UK and Europe. The many pieces of jewellery from a range of the brand’s collections will be delivered between April and May 2022. The payments for the orders will be collected by the Company in several instalments: the first EUR 260,000 by the end of April 2022, while the remaining EUR 252,444 will be paid in equal monthly instalments by the end of September.

Massimo Gismondi, CEO of Gismondi 1754, states: *“The brand's commercial development continues, and attracted great interest during VicenzaOro. The start of a new partnership with a long-standing, prestigious American chain of exclusive department stores is a thrilling event for us, as it allows us to be present in two of the most important temples of luxury in the United States: Neiman Marcus, and today also Saks Fifth Avenue. After the recently approved brilliant results in 2021 and the excellent start to 2022, this moment continues to be extremely positive, and the Vicenza trade fair has demonstrated the constant growth in the popularity of our collections among an Italian and international audience.”*

About Gismondi 1754:

Handmade in Italy by Italians

Established in Genoa in 1754 with Giovan Battista Gismondi (supplier of Pope Pio VI and the Doria family), Gismondi 1754 - managed by Massimo Gismondi - has achieved a globally acknowledged excellence and competence in jewellery. Massimo Gismondi, known for considering jewels works of art, expresses centuries of craftsmanship and a rich history in his creations, matched with a contemporary style handing down a taste for beauty, a seven-generation company inheritance.

Gismondi 1754 S.p.A.

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