



# G I S M O N D I

## Gismondi 1754 opens franchise store in Doha.

**Doha, 21 December 2023.** As previously announced, high-end jewellery creator and producer **Gismondi 1754 (EGM Ticker GIS)** has opened a new franchise store on “The Pearl Island” in Doha, Qatar.

This new opening stems from the five-year franchising agreement (with an option for the parties to renew it on expiry) signed at the beginning of this year with the Al Mana family, a family of Qatari entrepreneurs with multiple interests in various sectors, including the Luxury segment.

“Gismondi Jewellery Qatar”, established as a result of the franchising agreement, has begun to operate in the territory and, following Doha, over the next five years it will gradually be opening and managing new points of sale in the GCC area (Bahrain, Kuwait, Saudi Arabia, Oman and Dubai).

The Pearl is an artificial island nicknamed the “Arab Riviera”, featuring inlets that recall the atmosphere of small Mediterranean ports, with docking for luxury yachts, skyscrapers, villas and hotels, and is a renowned shopping area for luxury boutiques, designer showrooms, and sophisticated restaurants.

**Massimo Gismondi, CEO of Gismondi 1754, commented:**“2023 has been a busy year for us, from the acquisition of the Vendorafa brand, to the ongoing completion of the Hyperion Lab factory, this opening in such a prestigious, exclusive and refined location celebrates this year of great commitment in the best possible way. Today's inauguration opens a new chapter in our history, thanks to the partnership established with the Al Mana family, whom we thank for their esteem and trust. I find the name of the area where the shop is located, “the Arab Riviera”, particularly evocative for us, who come from Portofino on the Ligurian Riviera, being a small reproduction of the splendour of our coastal area. 2023 was an important year for the commercial development of the Gismondi group, not only in Arab countries, but also in the USA and Europe, including Italy. I look forward to 2024 confident that we will reap what has been sown in recent months.”

### **Gismondi 1754: Handmade in Italy, designed for the world**

*The Group counts Gismondi 1754 and Vendorafa amongst the brands owned*

**Gismondi 1754:** *jewel creation, production and commercialisation house, founded in Genoa in 1754 by Giovan Battista Gismondi (supplier of Pope Pio VI and the Doria family)- managed by Massimo Gismondi- has achieved globally acknowledged excellence and skill 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. Since April 2023, the Gismondi 1754 Group has included the prestigious brand Vendorafa whose jewels stand out for creativity, and for their precious manual workings like hammering, incision and embossing – a symbol of the Valenza craft processing skills. Massimo Gismondi has taken on the role of creative director for this long-standing brand; starting, straight away, to imagine its growth and for continuity and a new impulse to existing aesthetic lines. Trying to re-interpret the style and follow up on the legacy of this historical example of jewellery handmade in Italy by Italians.*

### **Gismondi 1754 S.p.A.**

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