



G I S M O N D I

GISMONDI 1754 MAKES SALES IN THE MIDDLE EAST FOR 615,000 EURO

The Genoese brand has been very successful at the DJWE 2022 trade fair in Doha, thus relaunching its position in the Middle East

Genoa, 30 May 2022 – Gismondi 1754 (Ticker GIS), Genoese company that produces highest-end jewellery, listed on the Euronext Growth Milan market of Borsa Italiana (Italian Stock Exchange), ends its presence at DJWE (Doha Jewellery and Watch Exhibition) in Doha with excellent results.

Taking part in the most important trade fair in the Middle East was a success for the Genoese company. Just two weeks after the event ended, it has finalised direct sales totalling 615,000 euro. More specifically, referred to: a gold and diamond ring for 240,000 euro, a set including choker, earrings and ring for 200,000 euro and a choker from the “Abbraccio” collection for 134,000 euro. Sales also involved several items from the Prato Fiorito collection, Clip and Cascata for a further €41,000. All the jewels viewed and chosen by customers during the Trade Fair, to then become purchases in the two weeks following the fair.

The Doha jewellery and watch fair (DJWE) has been the centre of the Qatar and entire Middle East business events calendar for 17 years. The DJWE is a direct retail sales event for private customers and has a reputation for being a top-level meeting for the lovers of jewellery, international brands and emerging designers.

Massimo Gismondi, CEO of Gismondi 1754, commented: *“We are returning from Doha enthusiastically and well aware that the Middle East market has great potential and is strategic for us. These sales are proof that the Middle East market is recovering and there is strong interest in our brand. This can give us an even greater impulse in the next few months”.*

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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