



# GISMONDI

## TWO NEW SPECIAL SALES IN USA AND SWITZERLAND FOR GISMONDI 1754, NOW ALSO CELEBRATING A NEW SHOP OPENING IN ROMA

**Genoa, 4 May 2022 – Gismondi 1754 (Ticker GIS)** Genoese company that produces highest-end jewellery, listed on the Euronext Growth Milan market of the Borsa Italiana (Italian Stock Exchange), makes two special sales in April. More specifically, an emerald ring sold for 290,000\$ in the USA, where the brand is much appreciated, and a diamond ring for 450,000\$ sold in St. Moritz, Switzerland. Two sales for a total of 740,000\$ that further confirm the brilliant special sales growth trend of the first quarter 2022. They have almost doubled compared to Q1 of the previous year, with a +83% in sales terms.

On the wave of the growing enthusiasm for the brand on the Italian market too, Gismondi 1754 is delighted to present its first shop in Rome, in the Baglioni Hotel Regina, in prestigious via Veneto.

The opening a few days ago is part of the agreement finalised by the Genoese brand in May 2021 with the well-known Italian, luxury hospitality brand that manages prestigious hotels and resorts all over the world. On 12 May next, the shop in the Baglioni Resort Sardinia in San Teodoro, Sardinia, will be opening its doors again. Then the shops or windows in Italy and in the other locations of the Baglioni Hotels & Resorts Collection will be opening progressively.

With the Rome opening, Gismondi 1754 is now present in eight locations in Italy, of which five in the retail channel that are direct shops (Genoa, Portofino, Milan, San Teodoro and Rome) and three in the wholesale channel (Rome, Naples and Novi Ligure).

**Massimo Gismondi, CEO of Gismondi 1754, declares:** “The ongoing results of the special sales internationally convince us that the path followed can also bring results through our in-house jewellery stores in the Baglioni resorts. Being present in so many prestigious locations will enable us to expand that meeting between potential customers and our jewels; combining the exclusive Gismondi 1754 relationship with the charm of environments where our jewels can be chosen and customised”.

### 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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