



# G I S M O N D I

## **GISMONDI 1754 WINS THE DESIGN AWARD AT “THE COUTURE” IN LAS VEGAS WITH THE NECKLACE “RAGGIO DI SOLE (SUNRAY)”**

### **DURING THE EVENT THE COMPANY ALSO RECEIVED ORDERS FOR A TOTAL OF \$ 1.2 MILLION**

**The luxury Genoese brand wins for the category “Diamonds above \$20K” and is a finalist for “The People’s Choice” award. In 15 categories, the famous competition awards prizes to the best jewel creations from the most important international brands, from all over the world.**

Genoa, 14 June 2022 – Once again Gismondi 1754, longstanding Genoese company that produces highest-end jewellery, won prizes at “The Couture Design Award 2022” in Las Vegas, the world’s most prestigious designer jewellery event. Gismondi 1754 won in the category “Diamonds above \$20K” for the necklace One Of a Kind “Raggio di Sole (Sun ray)” in white and fancy yellow diamonds, and was one of the finalists in the “People’s Choice” category.

In 2019, the luxury Genoese brand had already won “The People’s Choice” prize with the Essenza line necklace, and in 2021 was a finalist in the categories “People’s choice” and “Haute Couture Editor’s choice”, confirming its place as one of the event’s best two brands, for the choices of both the public and the critics.

The design Award was collected by Massimo Gismondi, Creative Director and CEO of Gismondi 1754 who commented: *“Winning is never easy, but doing so again is definitely extraordinary. In 3 years taking part in Couture, we have won twice and came second in 2021. This proves we are on the right road to becoming a point of reference in the world’s jewellery panorama. Creating this jewel was complex and I am pleased the Couture judges recognised that it was special in both its artistic and creative value. I had the inspiration in 2020 watching a dawn when the first rays of sun behind the mountain started to light up the sky creating a crown. For me it represented a magical rebirth to life, the importance of celebrating each new day with love and passion, for those we love and those we lost”.*

The success of Gismondi 1754 in the States is also confirmed by the great results in terms of orders. During the Las Vegas Couture Design Award 2022 they finalised a special retail sale for \$740,000, for gold and diamond earrings. And totalled 7 Wholesale orders worth \$502,000. The total amount of orders received during the fair reached \$1.2 million.

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

Via San Vincenzo, 51/1 Genoa

**Contact for Investors:** Marcello Lacedra

**Tel:** +39 010-4074142 **Email:** [investor.relations@gismondi1754.com](mailto:investor.relations@gismondi1754.com)

**Euronext Growth Advisor**

EnVent Capital Markets Ltd

London, in Berkeley Square, 42, W1J54W,

Email: [lperconti@enventcapitalmarkets.uk](mailto:lperconti@enventcapitalmarkets.uk)

Tel +39 06 896841

**Press Office**

**Spriano Communication & Partners**

Via Santa Radegonda, 16 20121 Milan

Matteo Russo Mob: +39 347 9834 881

[mrusso@sprianocommunication.com](mailto:mrusso@sprianocommunication.com)

Cristina Tronconi Mob: +39 346 0477 901

[ctronconi@sprianocommunication.com](mailto:ctronconi@sprianocommunication.com)

GENOA – MILAN – ROME – PORTOFINO – SAN TEODORO – ST. MORITZ – PRAGUE – USA – ST. BARTH  
[www.gismondi1754.com](http://www.gismondi1754.com)