



The Primavera Collection

Once Upon A Time...



....Primavera was a small collection of hand-woven bangles.

Long a proponent of 'Made in Italy', Roberto Coin visited an automotive manufacturing plant in Maranello and discovered the machinery used to braid stainless steel into hose assemblies for luxury Italian cars. He knew immediately that he could retrofit it to manufacture his jewelry.

With the advent of this new manufacturing process, Roberto was able to re-create the collection. Primavera has since become an ever-evolving hallmark of the brand.

It is now available in two variations: the round bangle and the flat bangle

round

The best seller is the classic round bangle with and without diamonds.

In addition to collars, earrings and rings, we offer many bangle options to encourage stacking: bracelets with faceted gemstones, two-tone gold stations, buckles, and id bars.



flat



Flat bangles are available in three widths either with or without a diamond accent.

Features and Benefits

► flexible

Roll the bangle over the wrist to maintain the flexibility of the inner spring



► soft but durable

The texture of the braided gold is soft enough that it will not scratch a gold watch but durable enough to wear everyday



► perfect pink

Rose gold watches have been steadily growing in popularity. Your customer will need matching jewelry!



► multiples

2+ unit sales are the norm. Help your customer create a layered look!



Manufacturing

the machine that
started it all



a stainless steel
spring is held in
place while strands
of 18K gold are
braided around it



the ends of the
gold-covered spring
are joined into a
bangle by an 18K
gold cap

