

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 a offer many bangle options to encourage stacking: bracelets with faceted gemstones, two-tone gold stations, buckles, and id bars.



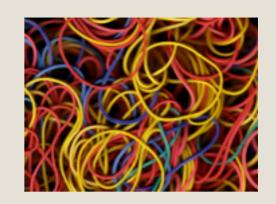
flat



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 is 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



