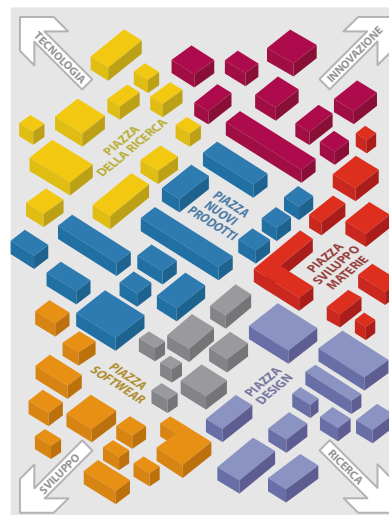




MARKET

A market in crisis

Constant sales and innovation are the tools through which Karizia is able to cope with this crisis. A crisis that is drastically causing a serious tilt downward for the market indicators in the goldsmith sector. We need to ride the wave of the moment in this market, in order not to be overwhelmed by it, even if upset by the 'earthquake' of this global crisis. This is Karizia's dynamic and energetic philosophy to renew its lines through constant research and design in continuous evolution. The ten-year old goldsmith's tradition of the Vicenza masters, which made them famous in history, is not sufficient anymore. This is highlighted by data shown in a category table founded by the main goldsmith and silversmith associations: the goldsmith division shows an alarming reduction due to a progressive recession that started in 2003. The data show that the goldsmith division in particular has decreased the number of companies and employees and that there is a risk of loss of competence and professionalism, that is, of its true value. The total amount of hours of the Guadagni Redundancy Payment Office for the



goldsmith sector, shows a tough situation: simply have a look at the data regarding January 2008 – 2009, in which the amount of hours went up from 3539 to 11252. In the past months the situation has gotten worse because the price of raw material increased tremendously and there was a continuous fluctuation. Banks' interest rates have gone up and the amount of work has gone down. Some clients have either not been able to maintain payments or have withdrawn orders. Banks request loan repayments which causes a lot of problems to companies. In fact, sometimes they are constrained to close down.

DESIGN

"GUN" Line captures the entrepreneurial man

Karizia's men's line doesn't disregard the most sought-after tastes and renews itself with chains and colours that give advance notice of Summer: the bronze in the Gun line hits the nail on the head reaching for men who are determined and know what they want. It is a precious accessory that is highly appreciated on a man's wrist. It is in line with time and possible to customize to match clothes and colors. Next to the bronze colour, it is also available in an oxidized and metal version. With some unfailing physiological bending, in line with time that passes, this

design stands for satisfaction. The current crisis was necessary in order to recognize the indomitable of good taste and narcissism, men Men who in spite of a tighter wallet, do not sacrifice their self esteem, their 'amour propre' and allow themselves some treats. It is for them that Karizia has enriched its lines with a wide range of interweaves, studying unpublished combinations and new tones of silver, in order to never be taken for granted. These new tones of silver mix themselves with metals embellished by galvanic processes which make them unique. Bracelets and chains that are not given up by the strong gender, simply because it's too hard to resist. And the statistics confirm it: men give themselves importance and they don't mind spending on a personal accessory.



COMMUNICATION

"Made in Italy" carries on an ancient tradition

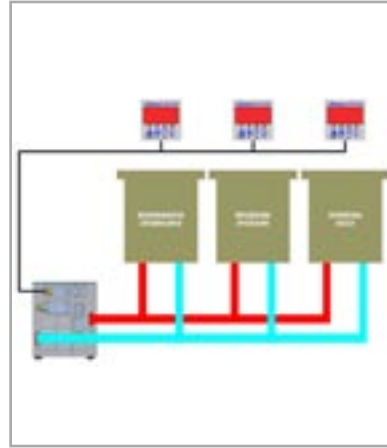
For most people and cultures, jewelry is particularly important and almost all women, even if modest, have their own personal collection. For people like the Tuareg and the Maori in particular, it represents their assets. It is a traditional part of the bride's dowry and some pieces are handed down from mother to daughter, or are sometimes exchanged as gifts between friends. The people of the desert use jewelry as a barter and a silver pendant can be exchanged for things like food, a bag of millet, an indigo-dyed turban or an embroidered blouse. Karizia is well aware of the various historical traditions that have accompanied mankind throughout the centuries and carries on a mission of high professionalism.

ENVIRONMENT

Emissions into the atmosphere are monitored 24 hours a day

In order to make sure that emissions into the atmosphere, deriving from galvanic treatments during the precious metals labor process, take place according the regulations, this is monitored 24 hrs a day and

systematically checked. It is one of the efforts that make Karizia a star in the galvanic industrial setting. Innovation to sustain the environment. It is both sides of the technological progress that defines Karizia's production. Worth mentioning is the fact that this technological innovation is not only applied because of the result of the product or for the client's satisfaction, but also to be a safeguard for the environment. Because of a safe workplace inside



and for the environmental impact outside. The analytical methods are in line with both national and international standards and the laboratories that systematically do these checks are equipped with modern and sophisticated means. Verifications are carried out on the fumes that are produced in the electrolytic treatments of the metals. There is a large number of galvanic processes. Depending on the type of treatment, labour cycles, or the kind of substances that are used and the operational conditions, certain polluting substances are produced. The certificates clearly show Karizia's conformity with the emissions values, respecting the

limits established in existing law (D.L. 152 dated 2006) regarding the protection of air and the reduction of emission into the atmosphere. This objective can be reached thanks to advanced filters that Karizia has equipped its installations with and that break down polluting substances present in fumes. Before being emitted into the atmosphere, the gassy emissions of the galvanic department are sent to a purifying installation that contains an aspiration and a filter system capable of neutralizing the harmfulness and therefore allowing an open emission.

TREND

Flourishing news about the Summer and Autumn collections 2009

Natural fantasies and floral lines that call back joy and freedom: the designer is inspired by nature and covers the collections in spring. Light and colour are the leading stars in the next collections. Chromatic games, a glitz of colours and tones that interweave and untangle together, like opposites that attract; golden fringes, tight

shawls, long necklaces. Floral lines are a big trend. Flowers transmit a positive message, they are the symbol of a new beginning, of life and rebirth, of brightness and femininity. But it is not just a collection of bracelets and chains, next to the choice of pendants, also rings will be ready to adorn. Mother Nature continues to inspire the design and animates a multicoloured and unusual fauna; bees on flowers, frogs and Art Deco fruits, pearls and peaches, corals and jade reveal themselves as a tropical sea. Pendants continue to be the heart of the collections, while earrings stand out: extra-large and absolutely original gems



PRODUCT



A sphere of seduction for those who love fashion

Spheres and beads in the spotlight. The latest fashion of goldsmith manufacture relates to spherical geometry and a multitude of colours. Strings of metal pearls in diverse warm Summer tones that are suitable for each style and personality. Karizia renews silver spheres and makes them even more precious using unique labour processes for styles that breach the market. A skillful play of colours and chromatic combinations in order to realize a gem that stands for personality and good taste of the

person who wears it. Nothing is left to coincidence: the length is a must, strings can be a meter long, to be wrapped around a woman's neck or even around her wrist. All for the one who is sensitive to fashion. Sphere is the perfect three-dimensional figure. Essential, soft and embracing in its lines. It doesn't need much presentation. Well defined and determined. It lends itself for all styles, from classic to casual, from elegant to ethnic. Exposed to light, its characteristics make it shine in any position. It is like a smiling face. An extra feature is its weight: Karizia has created a gem of high caliber, but always unmistakable in style in order to be competitive in the market and to always be desired by its admirers.

EVENTS

VICENZAORO
Choice

12th - 16th September 2009



23th - 27th September 2009

COMPANY'S WIT



Some good (ironic) advice for the boss

*Please do all you can to keep me in here until late:
I love this office and I really have no other place to go than here nor anything else to do.
What would life be without this office...?*