



## COMMUNICATION New look

The website opens with a white screen and images of silver chains to the fore that make it easier to read the information and facilitates a navigation between the various types of information that are interesting for the user. The colours that identify the areas of the website help to have an immediate and clear idea of the structure of the website, which makes it easier to search for the many products that the company offers. "Simple and efficient" that is exactly how Karizia likes to communicate its spirit and its determination to remain in the market, always trying to improve its products and to be ready for new challenges, in direct contact with its partners. With this new image, Karizia would like to communicate in a clear way its utmost availability and the high quality of its products. But also the relationship between the people that interact in this market.

## SOCIETY



## Valuable women

*Fifty per cent of the people engaged in the gold sector are women.*

**This is a trend which is destined to increase, similarly to other sectors. A big change that has introduced new standards and new ideas especially regarding creativity, business relations and sensitivity.**

It is not up to us to list the names of some designers and some

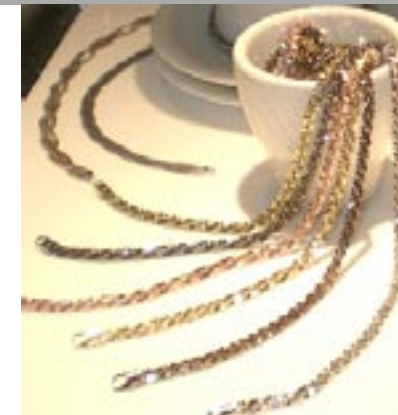
female entrepreneurs who are a point of reference in our sector, but their role and the breath of fresh air they add to our world, goes without saying. It shows every year at the Fairs, particularly at Vicenzaoro and in the sectors' magazines, that are always full of new 'pink' designer labels and alliances. There are more and more "precious" women in the world of precious metals, all the time.

## DESIGN

## Custom made chains

*Chains have a history. Once upon the time there were chains and nothing more. Now they have become a fashion object with many different personalities and characters.*

In Karizia's catalogue, about 8000 different styles are presented. A true rainbow of possibilities is the mirror of a multifaceted and international market, of an evolved consumer that at the same time is voluble, of trends that change more rapidly all the time and propose hybridation, quotations, changes and revisions. We are immersed in a flow of information and stimulation that does not allow us to take a break. A river in which we need to swim in the best possible direction, together with our clients. Our philosophy in business has always been to personally meet clients and together with them find a solution for an original product that is successful and competitive. Next to colour and length, we also focus on design, inserting decorations and embellishment. Every Karizia chain is like a garment custom made by a tailor: "it fits like a glove".



## EVENTS



**04th -07th June 2010**



**HONG KONG  
INTERNATIONAL JEWELLERY SHOW  
16th -20th September 2010**

## BUSINESS



### A team player to compete with in the market

A point of reference but above all a partner, a valid and loyal companion in the team to face the complex 'games' of the market. About 800 Italian industrial and crafts companies in the gold, silver and jewellery sector are represented on a national level in the Confindustria Federorafi, the National Federation of goldsmiths, silversmiths, jewellers, manufacturers. Industrial realities that create jewellery out of more

than 70% of the gold, silver and platinum that is laboured in Italy for export to places all over the world. The Federation's activity and its importance got a remarkable impulse in the past years, with the agreement of the Associazione Orafa Valenzana, the Associazione Argentieri (polo marchigiano), di Platinum Guild International (Italy) and the Assogemme and Federpietre. **Federorafi, [www.federorafi.it](http://www.federorafi.it), is our most qualified team player to compete in the market, because it protects the rights and the projects of various political and economical head offices in the category.**

## TREND

### A summer full of fish

The "leit motiv" in decoration for summer 2010 is fish. It is not clear where the idea came from, but all of a sudden it was there and everybody dove into the colourful world of the sea tribes.

A spectacular window of shapes and colours, a sea full of ideas, a magic spell of symbols and suggestions. Karizia's designers have created a collection of vibrant colours that swims, splashes and rapidly goes through the fascinating iridescency of tropical fish, the bizarre imagination of fairy tales. Unmistakable lines but always with the glamour of a dolphin or a seahorse. Pendants, anklets, bracelets and dangles that shine in Neptune's sign, hundreds of shining and tempting oceanic avatars, to enjoy the summer with elegance and a touch of seduction. And many, many charms to create unique bracelets in various styles: wild luxury, less is more, esotic chic, happy design.



## ENVIRONMENT

### Our shipments are environmentally friendly

Karizia, as it even gets various requests from its suppliers to ship merchandise in plastic containers, has decided to continue to carry out all shipments using cardboard boxes that are completely recyclable. This is a contribution that is in line

with the current force to reduce deforestation, optimizing the reuse of paper and cardboard. Regarding the plastic bags that Karizia uses for its products, these are only and exclusively biodegradable, in conformity with law EN 13432.

**An ecological packaging that avoids damage deriving from the use of traditional plastic material. The latter will keep for more than 400 years, damaging nature.**