



COMMUNICATION

Made in Italy turns into tricolor

The expression of a DNA that characterizes our products, the secret to move Italy in the direction of a more durable and ambitious success. Based on a survey published by Coldiretti/Swg in Roma, eight out of ten Italians are convinced that, in order to relaunch the Italian economy, it is necessary to buy products that are entirely realized in Italy. Buying "Italian", investing in the sectors that have been able to spread our tricolor brand which is synonym to reliability and excellence in the world, is the best choice to face the future with enthusiasm and optimism. That is exactly what Karizia represents. It has a strong desire to maintain the company in Italy and to point towards the know-how of its collaborators in order to continue to produce, even in times of serious crisis. Karizia stayed in Italian territory with Italian staff in order to obtain products of high quality and Italian appeal, which is recognized and requested all over the world.

BUSINESS

The wind comes from the orient

Gold and silver continue to reach records like in 2010, pushed by the influence of war in the Middle East and North Africa; this vertiginous increase of precious metals seems also to be supported by the request of Asian investors because of the financial fear of an inflation.

Shelter goods are in demand as a protection against the financial and geopolitical turbulence, as well as against the increase of the price of oil and the weakness of the dollar. The trend of the yellow metal, when you think about it, has previous origins, referable to the first period of the financial crises. Nevertheless it is a fact that, jumping from one record to the next, today it has reached 1.520 dollar an ounce. In the meantime the price of silver continues to rise to the limit, a sign that the demand is very high: it is noted that the production of silver is reported in surplus in 2011. In this historical moment, silver has



a double role: on the one hand it is an industrial metal; it benefits the positive macroeconomic data that indicate an economic recovery, yet very weak. On the other hand silver, together with gold, is requested as a shelter good. Despite all this, nobody could foresee the crisis that upsets Gheddafi's Libia and the African countries. A lot of analysts predicted a high peak for gold; the global situation recognizes an instrument to face the variability of the financial crises, that could undergo more influences, creating a quite instable international geopolitical situation.



DESIGN



We proudly present you the new bendata line

To innovate, to interpretate, to create, that is Karizia's strength. The ability to understand in detail the needs and trends of its time.

The secret to guarantee a product that is always innovative and of high quality and capable of surprising the person that makes it his or her own. As an answer to the vertiginous increase of the silver price, Karizia's team of designers decided to create a new line.

'New' with a double meaning of the word; "created with exclusive materials" and "formed in original shapes and combinations". The name of Karizia's new line is **La Dea Bendata** and it perfectly reflects what young clients like, attracted by the new experiments of forms and materials. But at the same time they are sensitive to the charm of glamorous creations that have a reasonable price. A new young line, that is dynamic, where traditional shapes such as hearts or circles transmit a true appeal, timeless symbols reinterpretate



original combinations that become even more captivating combined with metals of various tones. The links of the chains were redesigned with the objective to enhance the brightness through the union of volume and different thicknesses; the links of the necklaces and bracelets possess a new light that unites movement and energy. The collection **Dea Bendata** has all the characteristics to become an object of desire for everyone, but especially for young people!



ENVIRONMENT

Karizia's green spirit

Since 1992, thanks to the efforts of the United Nations, the whole planet has dedicated a day to 'water'; on 22 March World Water Day is celebrated and for the year 2011 the theme 'Water for the cities, the answer to an urban challenge' was chosen.

By now more or less half of the global population lives in urban

centers (about 3,3 billion of people) a percentage that within two decades will increase to 60%, with a height of 95% in the underdeveloped countries; that is why it is necessary to make more effort to guarantee good and safe water to everybody, making people aware of a more responsible use of the water-supply. All together, there are 900 million people that don't have access to drinkable water (info provided by Unep) and about 2,6 billion of people that don't have access to basic needs of hygienic-sanitary services. Moreover, 12% of people, on a



global basis, consume 85% of the water that is available. Karizia, whose policy is to favor protection and savior of the environment, shows sensibility towards protecting the water-supply and chooses procedures of recycling and saving water in the company. Thanks to one of the most well-advanced systems in Europe, Karizia can count on a completely integrated productive cycle that

reduces the impact on the territory of the entire premises; next to this, a sophisticated purification system allows the company to recycle a part of the water-system, and to use it for other means. Once more Karizia shows its proximity to environmental issues of global resonance, making efforts to respect the health of hydrogeological eco-systems.

EVENTS



**THE JEWELRY INDUSTRY'S
PREMIER EVENT**

03 - 06 June 2011



10 - 14 September 2011



**HONG KONG
INTERNATIONAL JEWELLERY SHOW**

21 - 25 September 2011



14 - 19 January 2012