



VENDORAFA  
ITALY

THIS IS US



# HISTORY



# HERITAGE

Vendorafa Lombardi was founded in Valenza in 1951 as a jewelry and gold manufacturer. Manual working, such as hammering, engraving and embossing have always characterized Vendorafa Lombardi's jewelry.

Italian-style, creativity, traditional craftsmanship, technological development, manufacturing organization and a policy of product quality are all part of the precious heritage that backs up Vendorafa Lombardi in the development of its own collections.





# HISTORY



# TODAY

The production process, which has always aimed at a high definition of technological quality, the synergetic organization of its structure and its modern management are still today tied to the tradition and craftsman's handiwork of Valenza.

The workings of craftsmen are joined by high-tech machines, Cad-Cam computer systems, rapid prototyping and modeling of surfaces in 3D. Professionalism and years of experience allow Vendorafa Lombardi to not only produce and distribute its own jewelry collections, but to plan and create exclusive lines for big international brands, with exports totally about the 80 percent of the company production. This allows the company to share its expertise as a "Made in Italy" ambassador. Vendorafa takes very seriously its commitment to the environment, and works constantly to maximize its efficiency in the reduction of the ecological impact of its production's cycle. Furthermore, Vendorafa is a proud and certified member of the Responsible Jewellery Council (RJC) a not-for-profit, standards setting and certification organization since 2011.

# HISTORY



# TODAY

Vendorafa is also strongly committed to contribute to the development of its local communities, because the passing of traditional hand craftsmanship is an essential part of its heritage and culture. This is why it's a very active member of the 'Mani Intelligenti' foundation. The Foundation aims to train the new generation of Master goldsmiths with an open, inclusive and systemic spirit. The goal is to involve as many members as possible in the sharing of this important mission. Mani Intelligenti wants to be a hub of talent, but also an accelerator of careers and professions. The current professional training system is not able to meet the growing demands of young people interested in starting a goldsmith career, and companies are realizing that tackling the generation changeover is more effective if done in a joint and synergic way.



# CORE VALUES

**Quality:** Our “Made in Italy” cornerstone is for us the most famous qualification in the world and the expression of the Italian excellence.

**Unique design:** Each jewel combines creativity and design, quality and knowledge, all made unique and unmistakable. Refined, innovative and original jewelry.

**Craftmanship and Tradition:** jewels are all rigorously handmade according to the techniques of the most noble jewelry. Behind the realization of each jewels there are always many different skills.

**Customer Relation:** pervades and contaminates the whole corporate culture. Our commercial policy is made of personal relationships with customers.





## OUR JEWELRY

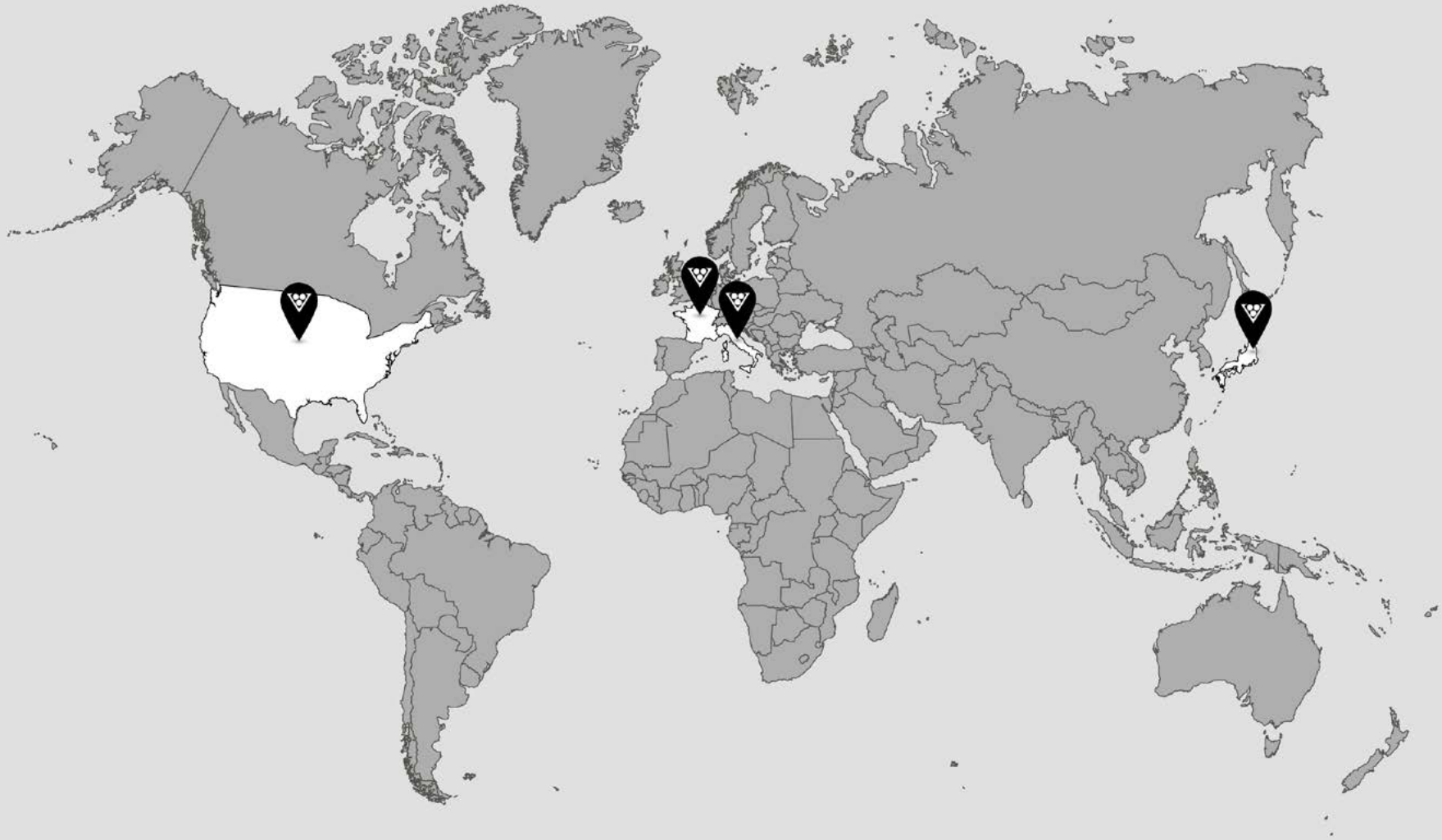
The jewelry pieces of Vendorafa Lombardi are born of essential shapes: organic figures, floral inspirations and classic patterns in continuous harmony with intuition and experience, research and creativity.

The willingness to explore new planning paths and new manufacturing strategies generates original, harmonious solutions with outstanding tactile effects. Working the surface of the metal entirely by hand enhances the material value of the gold, its light and its aesthetic warmth. The purity of the gold is brought to a higher level by the design and enhanced by the greatest attention to the details.



# DISTRIBUTION

Today Vendorafa sells its jewels through national and international top selective multi-brands stores.







# MERCHANDISING

Vendorafa's style is unmistakably reflected not only in its jewelry but also in the visual merchandising offered to every authorized retailer. Vendorafa is constantly seeking new and striking display ideas to heighten the beauty of the collections and reflect the brand image.

# EVENTS

The Vendorafa goal to hold strategic and targeted events, is to strengthen the workforce, engage final customers, improve products and services and explore effective business concepts. Corporate events such as press days, launches of new collections, retail events, virtual presentations are planned with regularity, locally as well as internationally.



# COMMUNICATION



## Forbes

### 31 Of The Best Designer Jewels For 2019



Italian jewelry brand, Vendorafa, had a strong showing with its Anaconda Mosaic Collection that showcases its gold hammering, engraving and embossing techniques. In this case, the finish resembles snakeskin. The jewels are further enhanced with different colored diamonds. They are available in colors such as black, green, and brown. The Mosaic Cuff (pictured) received the Couture Design Awards Editor's Choice prize.



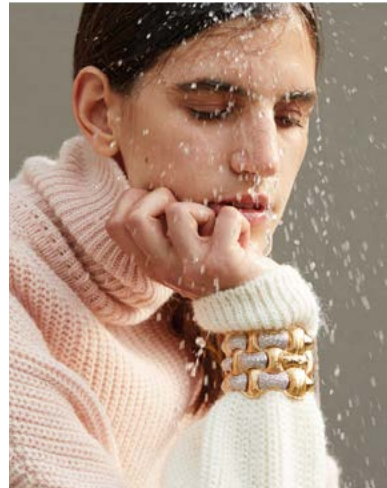
# PROMOTION

Communication activities such as Public Relations, VIP Endorsements, Advertising and Co-advertising with retailers are highly promoted. These activities constitute the best way to communicate to the customers and help raise a targeted demographic awareness of benefits related to our brand.

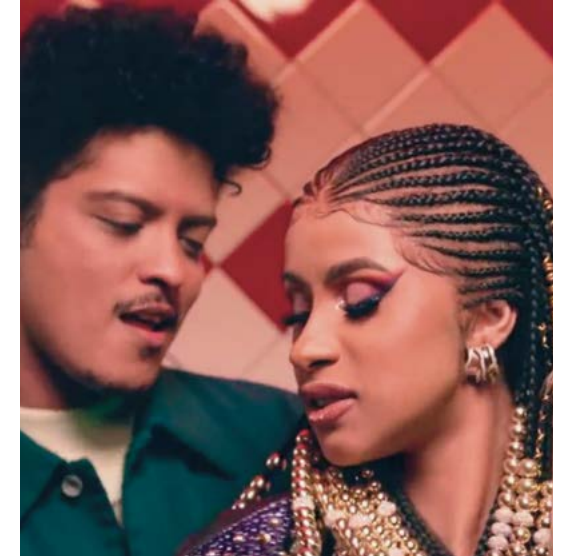




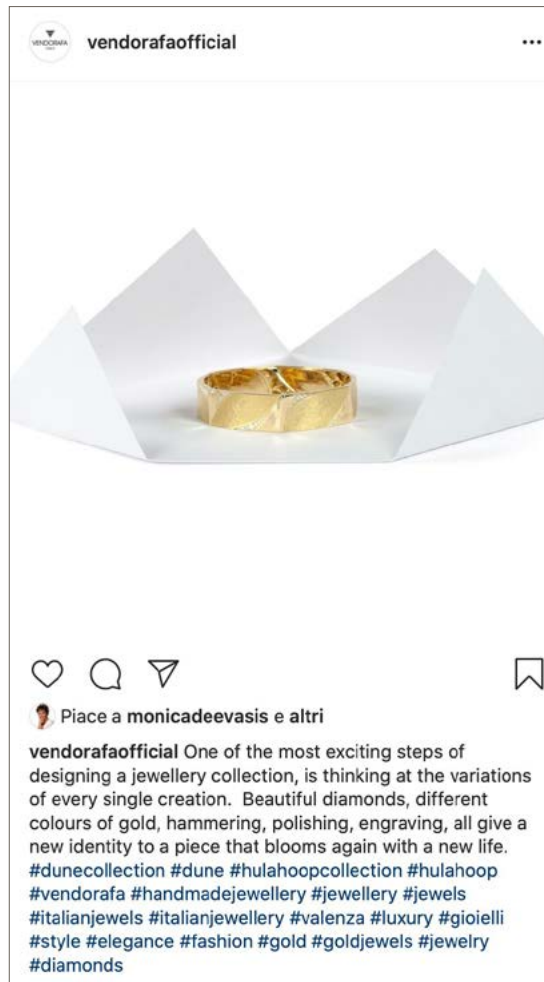
# COMMUNICATION



# PROMOTION



# COMMUNICATION



# SOCIAL MEDIA

The definitive benefits of the social media channels are, among many others, an increased exposure, the development of loyal followers, improved sales and reduced marketing expenses. The direct communication with final customers improves the ability of the brand to outreach and transmit the company values.







VENDORAFA  
ITALY

Via XII Settembre, 67 • 15048 Valenza (AL) Italy  
Ph. +39 0131941102  
[lombardi@vendorafa.it](mailto:lombardi@vendorafa.it)

USA +1 7863519561  
Contacts: [massimo@sobeluxury.net](mailto:massimo@sobeluxury.net)

[www.vendorafa.it](http://www.vendorafa.it)

