

<http://www.ultimaedizione.it>

The collections of silver jewels and the materials utilized

ULTIMA EDIZIONE with its sale points, its corners and shops where it is distributed, shows two **collections** of **silver jewels** every year, which are strictly based on the fashion world and are presented in the month of January for the **Spring-Summer** season and in the month of June for the **Autumn-Winter** season.

Used material, silver and silver gold plated, are combined with quality stones like white and colored **zirconias** and esteemed **crystals** and with a large assortment of **pearls** with the central nucleus made of **natural shell** of Japanese quality.

Rings, necklaces, bracelets, pendants, earrings, brooches and some **watches** all strictly realized in **silver 925‰** create every **collection**.

ULTIMA EDIZIONE philosophy

ULTIMA EDIZIONE represents a life style expressed in quality choices, materials of quality, quality manufacture and quality of the **design**.

Due to these choices ULTIMA EDIZIONE has reinterpreted the **silver jewels** world upsetting the old concept with a mixture of bent, fancy and creativity giving life to refined and innovative products, studied in all their details and realized with artisan passion in the factory in Vicenza. **Silver** is molded in order to create emotions to be worn and changed every day, just like clothes. Every **silver jewel** has its own story, its character and it is studied and realized in agreement with the dynamic and creative taste of the modern woman, with her life style and with her desire to reinvent herself every day.

The story

Present on the market since 1987 ULTIMA EDIZIONE distributes its own produced **silver jewels** through the traditional sale channel, which actually is made up of more than 500 customers from all around the national territory and an important presence inside **duty free** shops of the **airports**. It acquires the maturity needed for trying the stimulative defiance of foreign market, principally directing to the most competitive and particular markets concerning quality of the products: **Swiss, Austria, Germany, France, Japan** and **United States of America**, most recently **Russia**.

This choice proves to be successful. Today the company can boast very good business relations with **distributors** and **shops of silver jewellery** of those countries.

The opening of the prestigious **Italian shop-show-room** dated back to the April 1998, in **Milan**, Corso Venezia 8, appears on the **fashion** quadrilateral.

How the ULTIMA EDIZIONE silver jewel borns

Beautiful, fanciful, always alert to **fashion**, but above all, of quality, the ULTIMA EDIZIONE **silver jewel** inspire itself not only in the design, but also in the realization, to the world of the prestigious jewel. A design team, taking cue from creations of the most famous and estimated firms, submits its designs, personalized with taste and fancy, to the designer of the company, who translate it to an image, that the practice hands of the model-maker of the team mould in a prototype of wax, from which the final **jewel** takes origin.

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