



Chimento | The Brand Enchiridio

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Dear Colleague,

We are a Boutique Company, youthful in its collaborators, modern in its systems and discreet in its relationships with authorized dealers, having the mission of marking a new chapter in the jewellery landscape.

Three pillars uphold our brand distinctive positioning, imbuing its customers with an experience that we summarize as "the subtle pleasure of owning, wearing and, why not, showing-off a piece of Chimento jewellery". This unique approach aligns with the recent market trend of customers seeking a sensory experience rather than mere aesthetic satisfaction from a product.

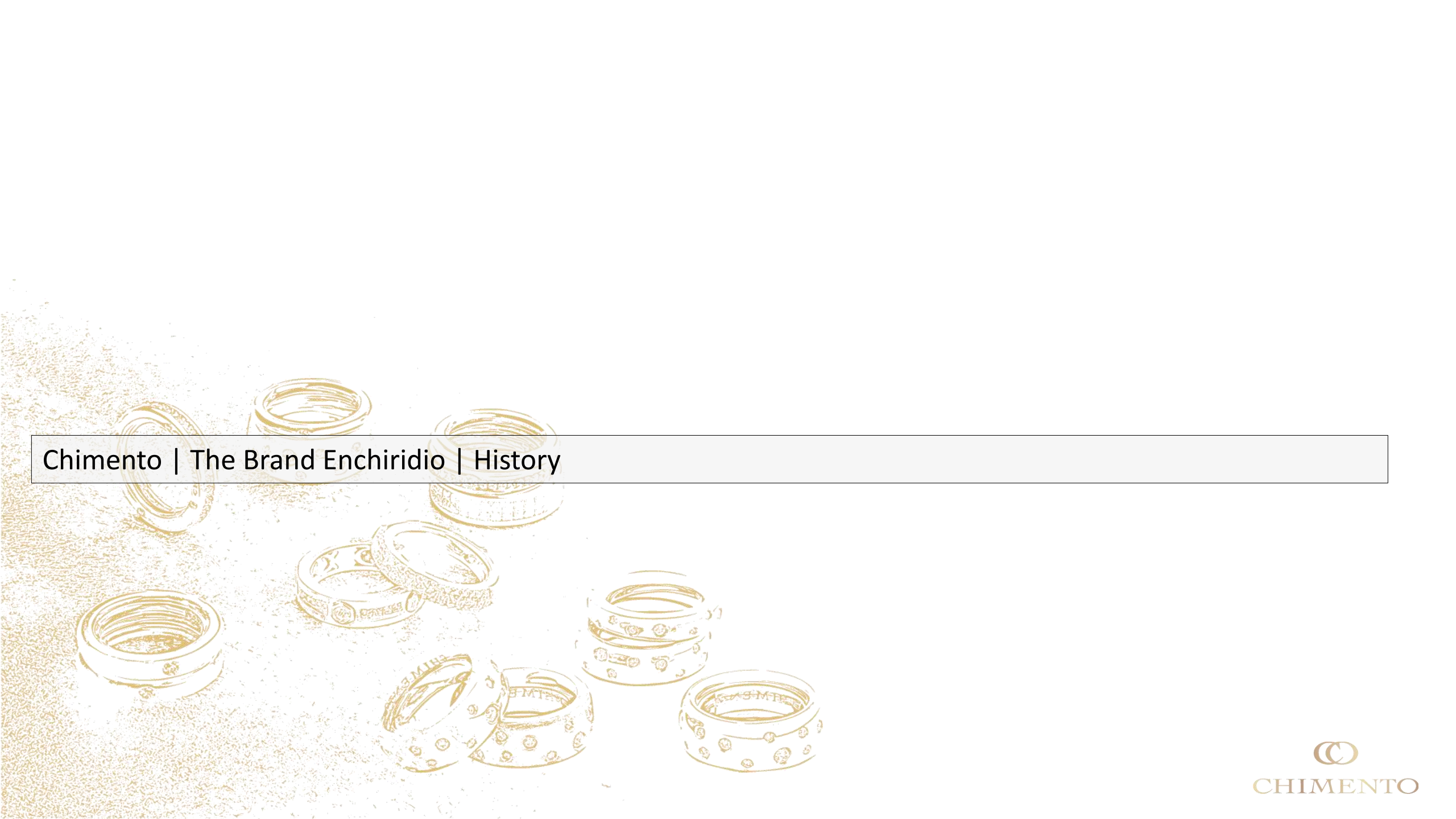
The first pillar is the unmistakable classic style where gold takes centre stage, characterized by strong Italian identity, gentle lines and shapes, harmonious volumes, and gleaming reflective surfaces.

The second pillar, the internal manufacturing laboratory, makes true this challenging creative mission. The combination of artisanal and technical skills of Chimento goldsmiths gives birth to products that captivate the eye with their beauty, caress the skin with perfectly polished gold surfaces, and adapt to the body with their flexible and elastic structures, evoking an ultimate profound sense of pleasure.

Finally, communication, the third pillar, succinctly encapsulated in the phrase "APPETITE FOR GOLD," is the brand distinctive feature that leverages the legacy of a classic Italian jeweller boldly looking towards the future.

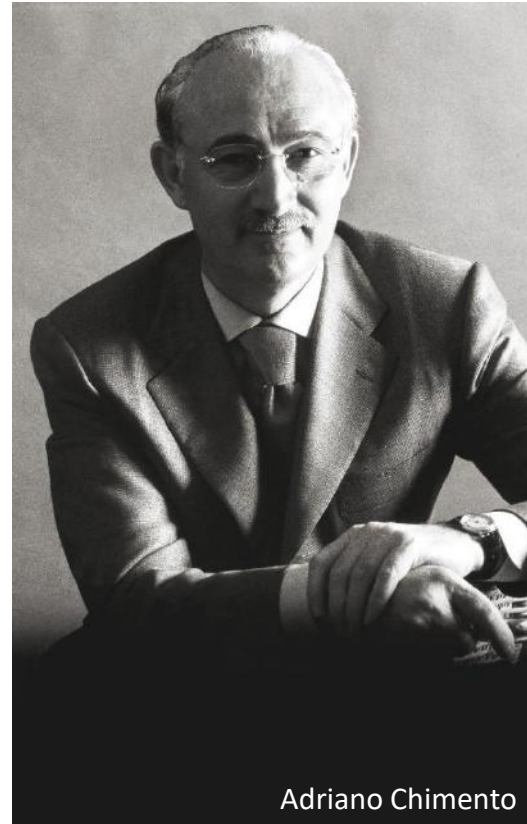
Thank you for your attention and welcome to the CHIMENTO world

Mario



Chimento | The Brand Enchiridio | History

- In 1964, Adriano Chimento founded, in the Vicenza area, a goldsmith laboratory where the homonym brand saw the light anticipating its destiny to become one of the point of reference of the Italian goldsmith landscape,
- Adriano Chimento is the eldest of nine brothers, some of them have been lead by him in the management of the Company in the 60 years of the Brand history,
- Adriano has been sharply driving the Company since its birth till 2016 when the son Mario took over the management of the brand,
- Headquarter and Manufacturing Plant are located in Vicenza in the north east of Italy



Adriano Chimento



Mario Chimento

Chimento | History | Vicenza the Town of Goldsmiths

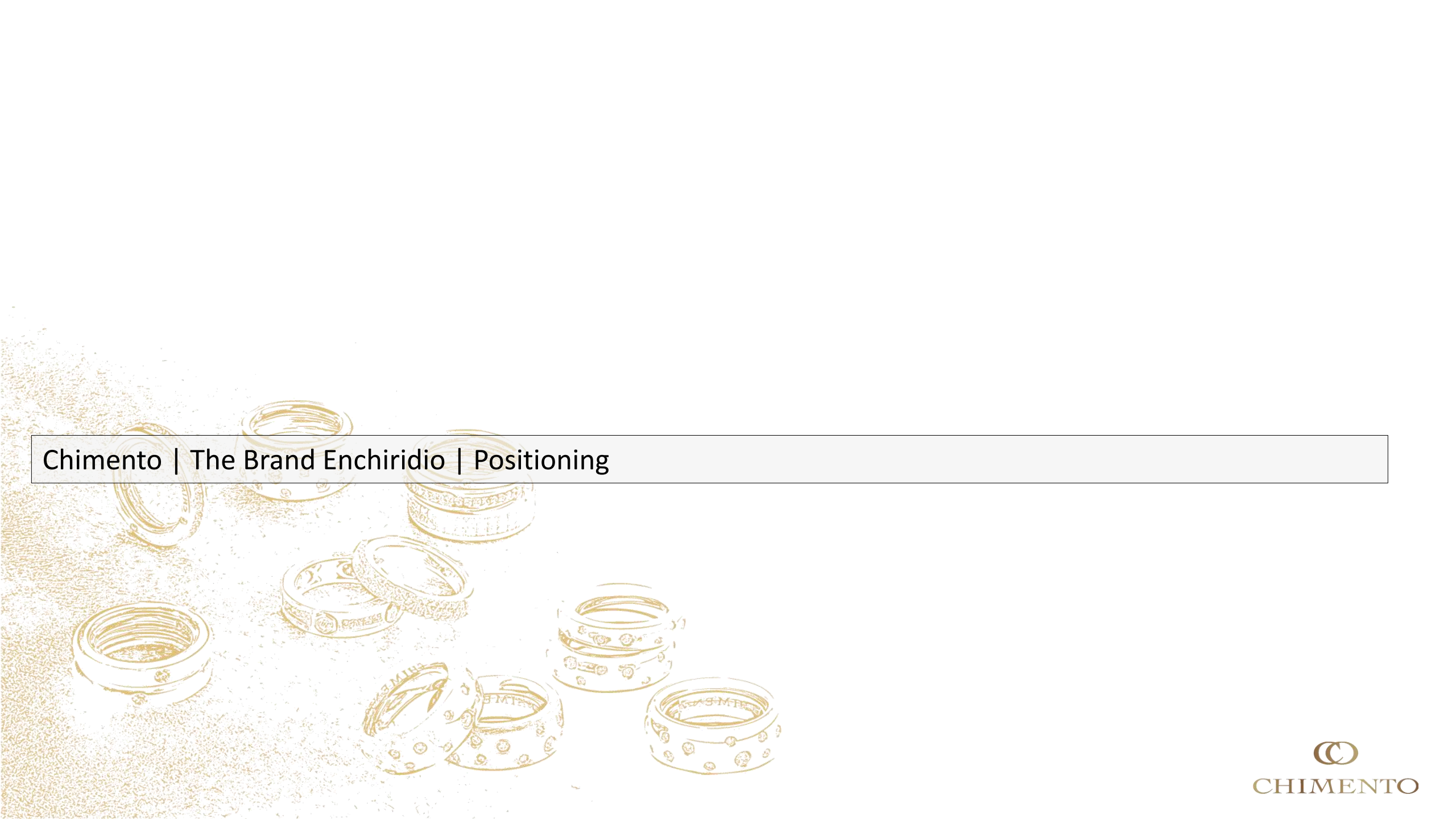
- Vicenza is located in the north east of Italy, just 30 miles from Venice,
- Vicenza is the leading Italian hub of jewelry production: one third of all Italian goldsmith output is currently coming from Vicenza area,
- Jewelry production is part of Vicenza industrial culture: the town boasts over 700 years of goldsmith tradition and counts almost 3.000 Companies in the industry.



Chimento | History | Vicenza the Town of Goldsmith

- Vicenza is also the home of a leading Goldsmith Fair. The most important in Europe in terms of product variety offer, number of visitors and generated business,
- Vicenza Fair happens twice a year, in January and September to allow buyers to balance their purchases according market seasonality,
- The town is also known for its qualitative manufacturing of watch gold cases and bracelets,
- To more exclusively serve its clients, Chimento participates to the Fair with an "Out of the Fair" set up in an historical Palladian Villa located just in front of the Fair center (Villa Bonin Maistrello),
- Finally, Vicenza is also an attractive tourist destination with an appealing historical down town area.

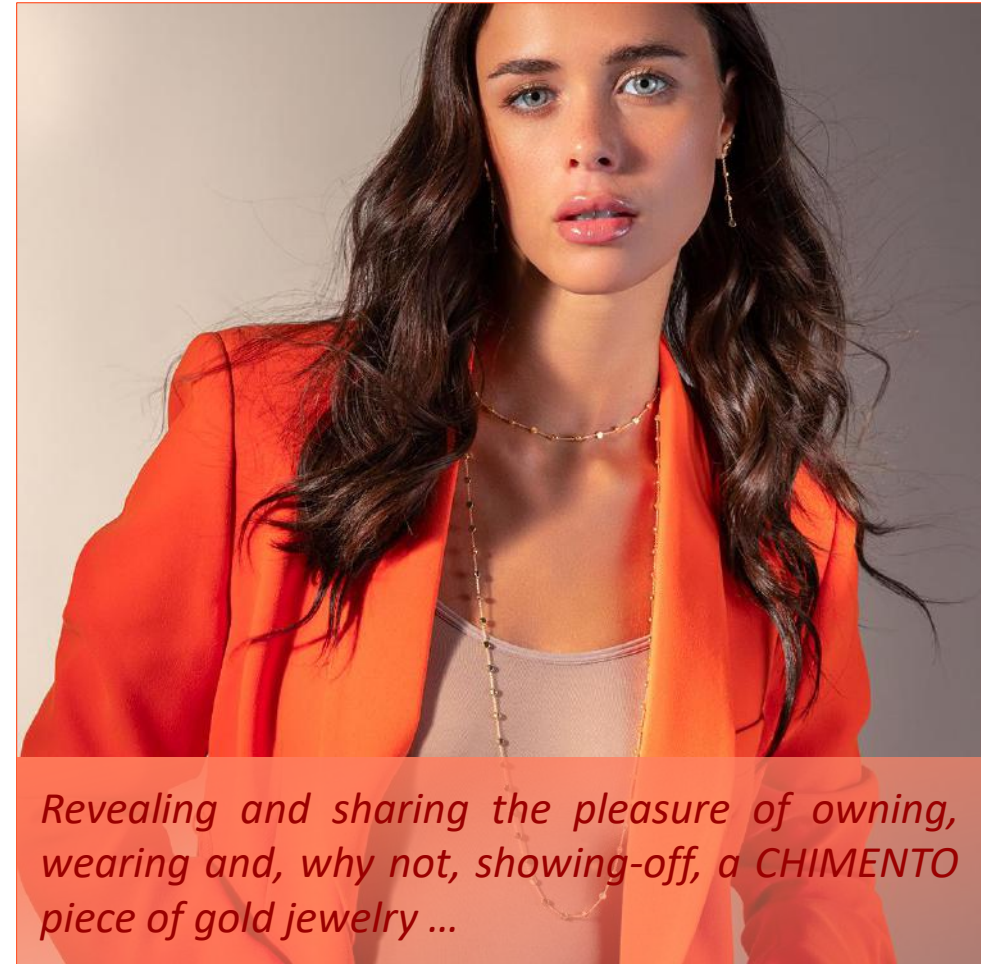




Chimento | The Brand Enchiridio | Positioning

Chimento | Positioning | Restaging Program

- Since 2022, Chimento is going through a refinement of its Positioning aiming at enhancing its distinctiveness while responding to a market trend showing a consumer seeking a sensory experience rather than mere aesthetic satisfaction from a product,
- A refinements of our mix is on its way in the following business areas:
 - Review of our Price Style position compared to competition,
 - Rationalization of our Brand Positioning Statement,
 - Redefinition of Communication Approach,
 - Reinforcement of Product Development Guidelines,
 - Launching innovative DNA Product Lines
 - Restaging of Image ancillary elements: corporate color, packaging, display,
- The program has been anticipated in our mother Country where is showing encouraging trade and customer reactions backed-up by positive business results.



Revealing and sharing the pleasure of owning, wearing and, why not, showing-off, a CHIMENTO piece of gold jewelry ...

Chimento | Positioning | Price Style Matrix



OUR WAY OF BEING

- Curiosity
- Warmth
- Lightness

OUR WAY OF DOING

- Caring
- Aesthetic Taste
- Smoothly Sophisticated

KEY CONCEPT

The Golden Life

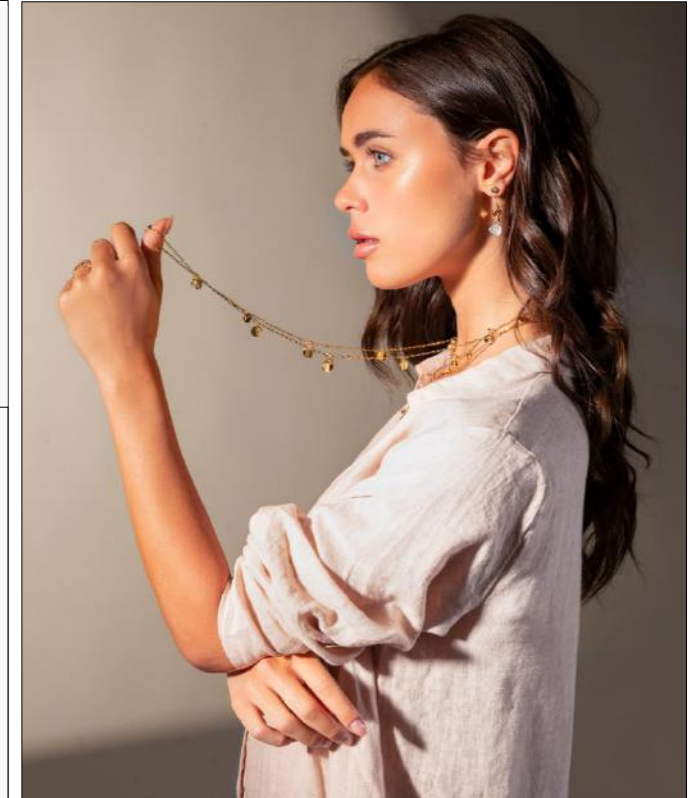
CHIMENTO makes every trice of
Customer Life

a

GOLDEN MOMENT

COMMUNICATION TONE

Ironic
Complicity
Formally Sober



Positioning

Execution Concept

Execution Pillars

CHIMENTO
makes every trice of
CUSTOMER LIFE
A GOLDEN MOMENT

Ironic
Complicity
Formally Sober

Appetite For Gold

Product

Advertising

Multimedia

Below the Line

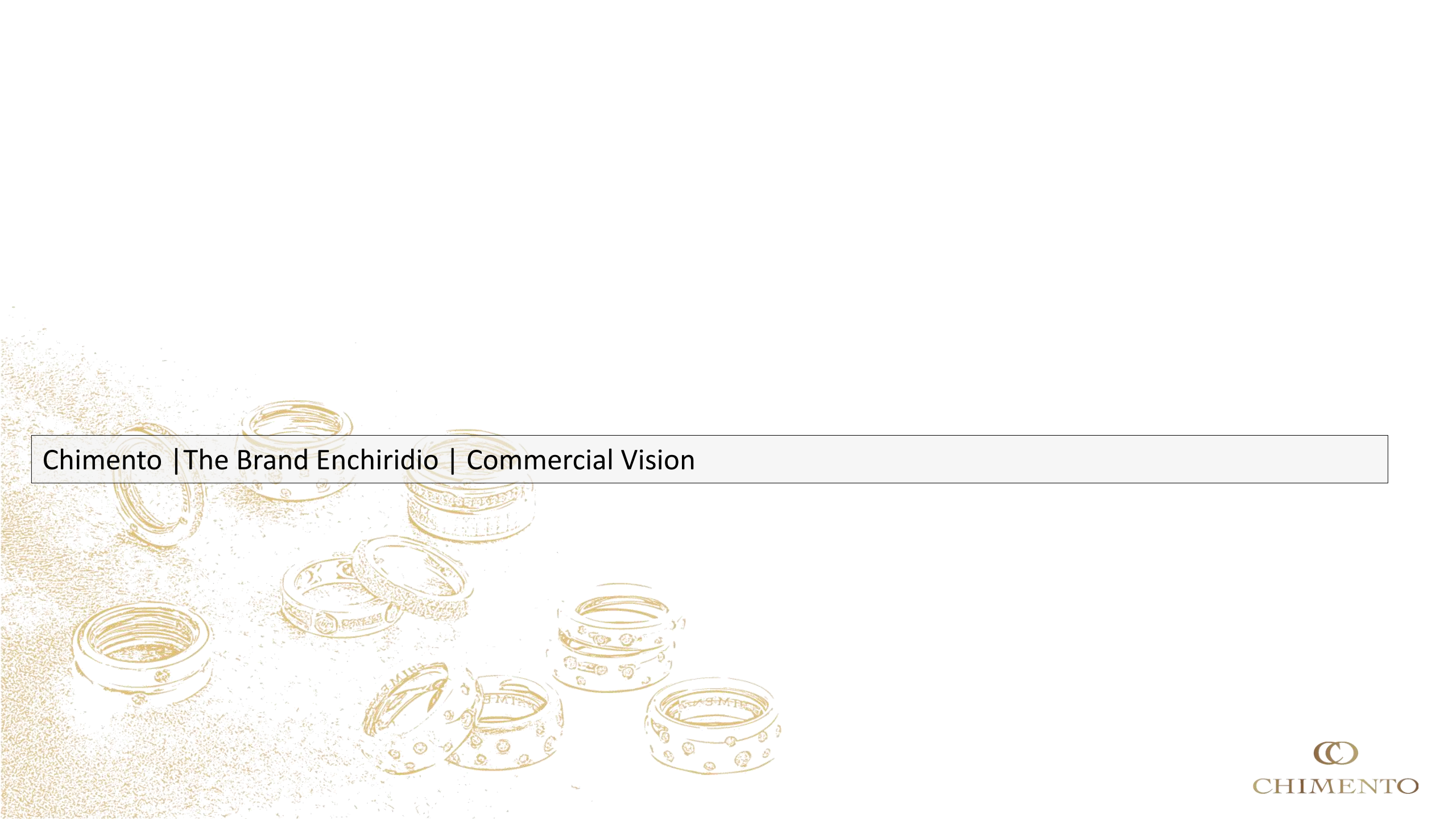
Ancillaries

Chimento | Positioning | Target Consumer



Based on our Clients database (22.000 registered individuals) we can highlight their profile as follows:

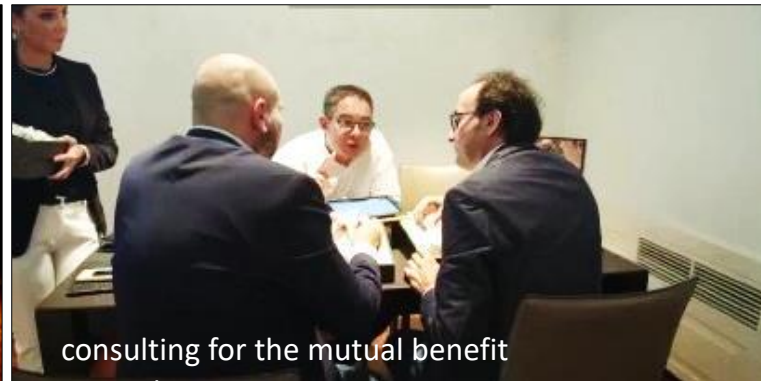
- Gender 75 % Female - 25 % Male
- Women age 25 - 55 Years old
- Men age 30 - 55 Years old
- Social Class Medium/High
- Reasons for Purchasing 60 % Gifting - 40% Self Purchase
- Average Retail Price \$ 2.600



Chimento | The Brand Enchiridio | Commercial Vision

Chimento | Commercial | Business Model

- Chimento business model is straightforward, the brand distributes its jewels through a network of independent authorized dealers only. We consider them our local business partners and ambassadors,
- Chimento follows a GLOCAL approach. All Clients are invoiced directly by the mother house and the Agent is a sort of consultant helping them to select the assortment ideal to enhance Chimento Image while responding to local business and customer needs,
- Chimento reaches locally its dealers network by participating to all the most important fairs world-wide,
- Agents and Customer Service units are structured to guarantee continue, coherent and long lasting individual interface,
- Chimento considers its Agents and Clients active part of the brand and is committed to put them at the center of the organization.



We rely on our local Agents

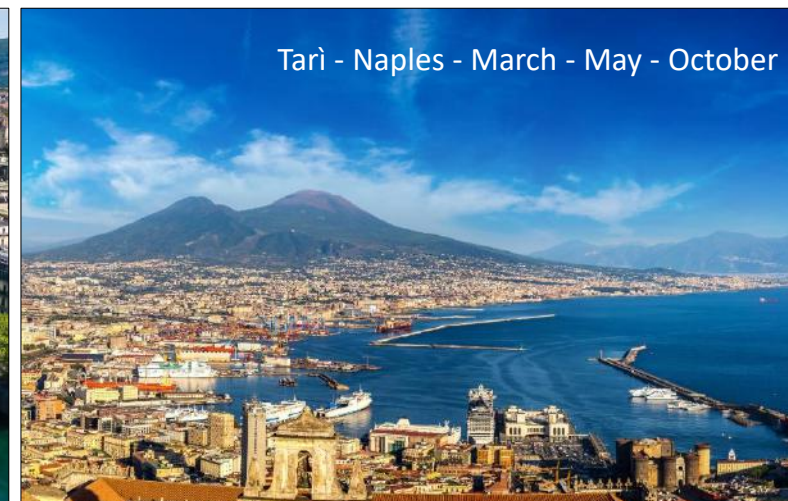
We take care and pride in our Unique Channel

Commercial Partners



Chimento | Commercial | Fairs Participation

- We join Vicenza Fair with an "Out of the Fair" installation in a Palladian Villa to enhance exclusivity receiving clients in a private environment
- Beyond Vicenza Fair spring and fall, we participate to other International Trade Events throughout Italy, Europe and North America,
- We encourage all our agents to feel free to invite clients to the various exhibitions according dealers convenience,
- We develop special invitation packages for key prospects, the so called "Most Wanted".



Chimento Jewelry is distributed in about 800 doors located in 42 Countries



CHIMENTO

ALBANIA	ARMENIA	ARUBA	ANTIGUA	AUSTRIA	BAHAMAS	BARBADOS	BELGIUM	BERMUDA
BOLIVIA	CAYMAN ISLANDS	CANADA	CYPRUS	COLOMBIA	COSTARICA	CURACAO	DENMARK	EAU
FINLAND	FRANCE	GERMANY	JAPAN	IRLAND	ITALY	KAZAKISTAN	KUWAIT	MALTA
MEXICO	NETHERLAND	NEW ZELAND	NORWAY	PORTUGAL	UK	RUSSIA	SERBIA	SINT MAARTEN
SPAIN	SWEDEN	SWITZERLAND	UNITED STATES	UKRAINA	VENEZUELA			



Chimento | The Brand Enchiridio | Product

Note: Certain CHIMENTO Jewels contain elements, pins and springs, in materials other than gold. This to provide the elasticity and flexibility that the molecular structure of gold is not able to satisfy. In these cases, the relevant item is hallmarked with an "M" followed by a number indicating the weight in grams of the non gold elements. For more details on the subject, please refer to the Academy Publication "Browsing the Product Code"

CHIMENTO PRODUCT - SOUL OF THE BRAND - KEY PILLAR OF ITS IMAGE

CHIMENTO creations are a blend of artisanal skills and technology know-how. A balanced use of caressing surfaces, round shapes, harmonious volumes with distinctive Italian style and character is the recipe of a CHIMENTO product "MADE in CHIMENTO" laboratory,

CHIMENTO jewelry tempts the eyes, adapts to the body and caresses the skin of the customer instilling the subtle pleasure of wearing the brand that transforms the important trice of their life in Golden Moments,

In conclusion, CHIMENTO product incorporates a classic style with technology features such as elasticity, adaptability to the body, perfect fitting and comfort providing to the customer the ultimate pleasure of owning and wearing a CHIMENTO jewels.



Chimento | Product | Collection Structure



Price Core Range
\$ 800 - \$ 2.600

GOLD SERVICE JEWELRY
FITTING BRAND
HERITAGE AND REPUTATION



Price Core Range
\$ 1.300 - \$ 6.500

JEWELRY
OF DISTINCTIVE STYLE AND DESIGN
FITTING BRAND POSITIONING



Price Core Range
\$1.000 - \$ 6.500

JEWELRY
OF TRADITIONAL DESIGN WITH
DIAMONDS

CHIMENTO GLOBAL COLLECTION

TRADITION
GOLD

DNA

TRADITION
DIAMOND



DNA Lines are the pillar of our distinctiveness, mandatory to support the recently revamped Brand Image and Soul. The Jewelry pieces making CHIMENTO UNIQUE

DNA | PRODUCT QUALITY

- Artisan Skills
- Technical Solutions
- Superior Finishes
- Fine Materials

DNA | CREATIVE CONTENT

- Recognizable Classic Style
- Round Shapes
- Harmonious Volumes
- Italian Character

DNA | CUSTOMER PERCEPTION

- Caressing Surfaces
- Adaptation to the Body
- Pleasant to the Eyes
- Glowing Surfaces

- Exploit our goldsmith technologies to ride the emerging consumer behavior seeking for a sensory product experience
- Support the enhancement of this new concept in our communication

Chimento | DNA Collections | Brand Icons Peculiarities

timeless design



patented flexibility

wearability

STRETCH ... since 1980

reversibility *dual color faces*



glowing

DOUBLE ... since 1990

nature Inspired



timeless

agreeable round volumes

BAMBOO ... since 2016

long term evolving design



distinctive

ARMILLAS ... since 2014


size fitting *Patented adaptability*



declinable

Forever ... since 2020

versatility



customizable

size fitting

FOREVER ... UNICO

The **STRETCH LINE**, a world-wide technical patent, is a goldsmith revolution began in 1990. Unique, flexible and elastic jewelry naturally moving and adhering to the body of its wearers,

A long lasting successful Collection that has been refreshed and restyled along the path of its endless life by exuberant and refined new design solutions,

A soft version features a new “concealed” slot-in magnetic clasp, making for easy-on, easy-off closure. This allows to link together two or more bracelets to make it longer or even creating a necklace at the consumer pleasure,

The Stretch concept has more recently evolved in new Lines featuring non clasp bracelets and rings adapting and smoothly caressing consumer hands.



The cold forged “pyramidal, beveled” elements are inserted by hand onto a spring.

The spring ensures greater hardness, strength and resilience.

This production process gives flexibility, suppleness and strength to the pieces of Jewelry of the Stretch collection.



The **DOUBLE LINE** is an iconic product with reversible wearable where Chimento technical know-how, craftsmanship and goldsmith skills are expressed at the highest level,

Moving elements, color effects, different finishes, stones and shapes have characterized the line over the years,

Its modern, contemporary charm has always been protagonist of its original design: clear color alternatives give the opportunity of choosing between the elegant white gold side or the warmer shades of yellow.



Chimento | DNA Collections | ARMILLAS

With **ARMILLAS**, *bracelet* in Latin, Chimento makes a statement on its dedication to gold, respect for its heritage while visioning the future with innovative and contemporary creations,

Faceted and reflecting shapes, softer flexible details create a never-ending sequence of elements with thousand of sparkling lights emerging from a variety of colours, volumes and textures,

Studded, plaited and snap-in elements create different textures offering a splendidly opulent and unique effect.



The **BAMBOO LINE** has been inspired by one of the most intriguing expressions of nature. Often celebrated by fashion, the bamboo plant has stimulated Chimento creative's for its shape as well as its, sometime hidden, character and values,

Bamboo is very prolific and grows faster than any other plant. It lives for more than 100 years, flourishes only once in its life with a flowering season lasting up to two years. It is strong and flexible and used in many occasions socially and industrially,

As such, **BAMBOO** destiny was to become one of the timeless Chimento icons declined in several lines, models and variations according preciousness, occasion to wear and customer character,

The **BAMBOO OVER version** gives a sinuous interpretation of the plant shape with a gold module enriched by a line of diamonds rhythmically repeated in all items for a balance of elegance and style,

BAMBOO CLASSIC interprets in classic chain styles, yet desirable, the icon of the Bamboo plant as seen through the eyes of Chimento creativity for an everyday usage,

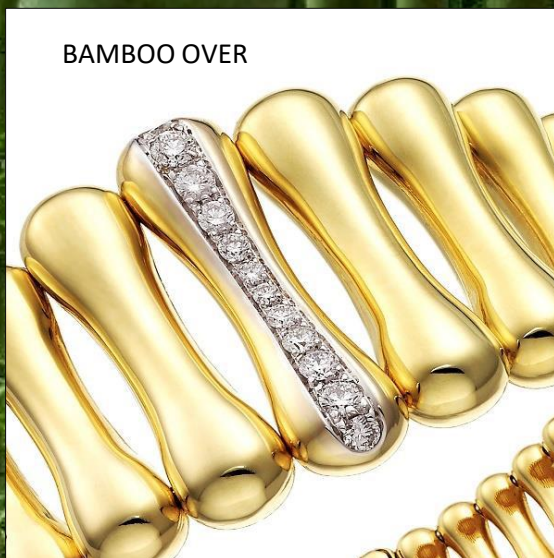
BAMBOO SHINE simple in the lines and small in the modules for a chain representation of the plant design embellished by precious elements in rose, white gold and natural diamonds,

BAMBOO SPRING combines the design of bamboo Chain with the elasticity of Stretch bracelet,

D-BAMBOO integrates in the same Line precious bracelets where gold meets diamonds to satisfy the desires of both women and men.



Chimento | DNA Collections | BAMBOO (2/2)

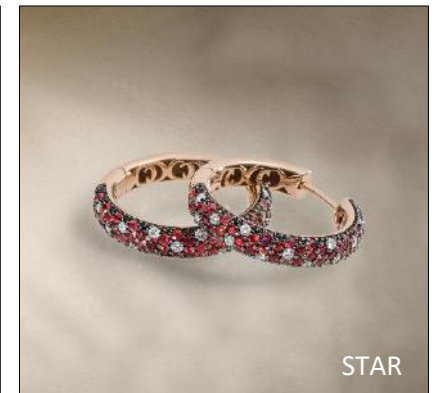
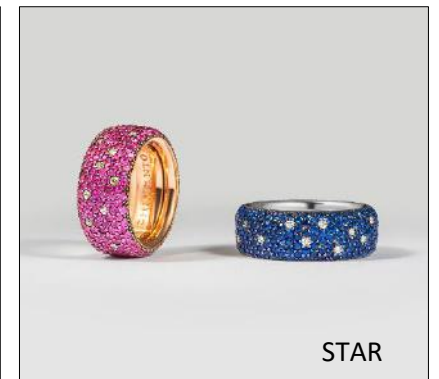
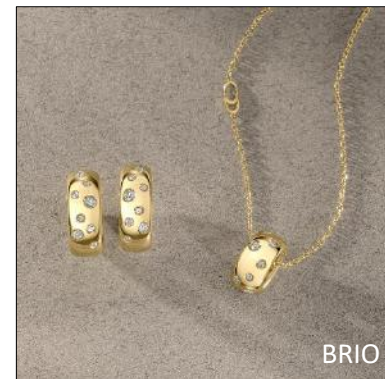


The **FOREVER LINE** is recognizable for its strong and unique design made of smooth lines and harmonious volumes throughout all its product categories and declinations,

The Line, focused on Rings, blends style and goldsmith innovation. Thanks to an exclusive system, Size-Fit™, the ring adapts to the finger up to 3/5 European sizes granting perfect fitting on all the fingers, in any moment of the day and season of the year. Details on Forever sizing system follows.

The Forever family is declined in the following Lines:

- **FOREVER UNICO** a very simple design that can be customized to become a unique and personal piece of jewelry (see following pages),
- **FOREVER BRIO** is the playful version of the line with natural diamonds sprayed irregularly on the surface of the ring
- **FOREVER STAR** are bands of different thickness covered by diamonds and precious colored stones enhancing the harmonious round volume of the ring evoking a starry night sky,
- **FOREVER STACK ME** are band rings of different sizes covered by pavé of diamonds or other precious stones featuring a central precious gem,
- **FOREVER AETERNITAS** is a classical diamonds band ring that thanks to the size fit system becomes really *forever* ...



Chimento | FOREVER | Sizing System | Size-Fit™

The rings of the FOREVER LINE feature the patented Size-Fit™ system that adapts to the size of the individual fingers extending up to five European sizes, two below and two above the central selected size,

For most comfortable wearing, we recommend to select the Size-Fit™ size as close as possible to the customer ring size as shown in the chart reporting equivalent sizes according Size-Fit™ System, Chimento Standard Sizing (European Standard), USA and Canada (American Standard), finger circumference and/or ring diameter.



Size-Fit™
Assembled by Hand
Suspension System

CHIMENTO SIZE-FIT™ SIZE	CHIMENTO STANDARD SIZE	USA & CANADA	FINGER CIRCUMFERENCE	RING DIAMETER
8	7	4 1/4	47.10 mm / 1.85"	15.0 mm / 0.59"
	8	4 1/2	48.04 mm / 1.89"	15.3 mm / 0.6"
	9	4 3/4	48.98 mm / 1.93"	15.6 mm / 0.61"
11	10	5 1/4	49.92 mm / 1.97"	15.9 mm / 0.63"
	11	5 1/2	50.87 mm / 2"	16.2 mm / 0.64"
	12	6	52.12 mm / 2.05"	16.6 mm / 0.65"
14	13	6 1/2	53.06 mm / 2.09"	16.9 mm / 0.67"
	14	6 3/4	54 mm / 2.13"	17.2 mm / 0.68"
	15	7 1/4	54.95 mm / 2.16"	17.5 mm / 0.69"
17	16	7 1/2	55.89 mm / 2.2"	17.8 mm / 0.7"
	17	8	57.14 mm / 2.25"	18.2 mm / 0.72"
	18	8 1/4	58.09 mm / 2.29"	18.5 mm / 0.73"
20	19	8 3/4	59.03 mm / 2.32"	18.8 mm / 0.74"
	20	9 1/4	59.97 mm / 2.36"	19.1 mm / 0.75"
	21	9 1/2	60.91 mm / 2.40"	19.4 mm / 0.76"
23	22	9 3/4	62.17 mm / 2.45"	19.8 mm / 0.78"
	23	10 1/4	63.11 mm / 2.49"	20.1 mm / 0.79"
	24	10 3/4	64.05 mm / 2.52"	20.3 mm / 0.80"

FOREVER UNICO is a personal and inimitable ring personalized at customer desire according to the size of the band, the color of the gold, the surface finishing, the text and design of the lettering.

VERSATILE

... it fits on different fingers adapting to 5 consecutive sizes ...

COMFORTABLE

... it fits any season of the year and any time of the day ...

CUSTOM MADE

... width, color, finishing as per customer desires and feelings ...

INNOVATIVE

... internationally patented since 2020

CLASSIC

... classic design innovative technology UNICO is FOREVER ...



X-TEND is the first Jewelry Collection featuring extendable mesh links. As pleasant as an embrace, they stretch and adapt for an ultimate feeling of comfort,

The Line includes rings, earrings, bracelets and necklaces declined in gold, yellow, white and pink with or without diamonds.



Precious discs compose irregular sequences of light, marked by the wavy shape of their surfaces,

ARMILLAS GLOW is a new line dedicated to younger customers because of its simple yet elegant lines, its freshness and approachable price,

ARMILLAS GLOW is developed in yellow gold only, includes rings, bracelets, earrings and necklaces with or without diamonds,

More recently, the line has been completed with items including some discs in mother of pearls. This specific extension has taken the name of **ARMILLAS GLOW CALEIDO**.



CHOCOLAT is a leisure experience that touches all the senses of the customer. Unique jewels of irresistible design, tempting the eye, delicious to the touch and pleasant to wear thanks to the gentle movement of their stretchable frames,

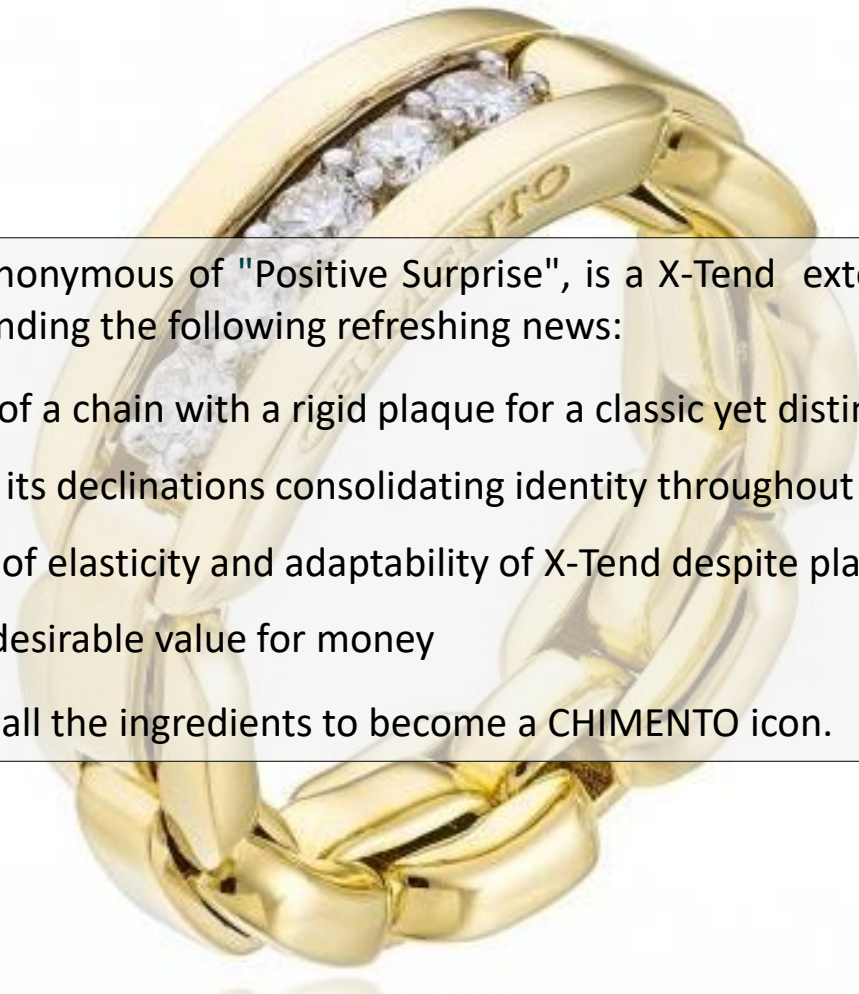
The line, focused on rings, is declined in gold, gold and diamonds, and pave diamonds with colored stones. **CHOCOLAT** also features earrings, bracelets and necklaces.



UNEXPECTED, synonymous of "Positive Surprise", is a X-Tend extension in the ring category blending the following refreshing news:

- Combination of a chain with a rigid plaque for a classic yet distinctive design,
- Coherence of its declinations consolidating identity throughout the line,
- Maintenance of elasticity and adaptability of X-Tend despite plaque rigidity,
- Optimal and desirable value for money

This ring line has all the ingredients to become a CHIMENTO icon.



TYPHOON is the first CHIMENTO gold line dedicated to men. The brand goldsmith reputation finally expresses itself in this important market segment,

The line, inspired by the brand monogram, is a double hook uniting the two spheres of the human character. The sentimental, psychological part, on one side and the rational one, on the other,

TYPHOON is the iconic symbol of this conjunction allowing humans to control and expand the positive energy they have inside

The line features a wide assortment of hooks that combined with bracelets variations allow consumers to select the Typhoon model best fitting their own character,

TYPHOON hook alternatives feature three dimensions, three color golds enriched with diamond and/or colored stones. Bracelets, in cotton, stainless steel and gold, adapts to all hook versions for multiple customer choice.



The possible combinations allow customers to select the version best fitting their character

 <p>Gold Bracelet</p>	<p>White Gold Saphires</p> 	 <p>Steel Gold Bracelet</p>	<p>Yellow Gold Emeralds</p> 	<p>Pink Gold Diamonds</p> 	 <p>Steel Gold Bracelet</p>
<p>Yellow Gold Rubies</p> 	 <p>Waxed Cotton Strap</p>	<p>White Gold Small</p> 	<p>Yellow Gold Large</p> 	 <p>Waxed Cotton Strap</p>	<p>Pink Gold Medium</p> 
 <p>Waxed Cotton Strap</p>	<p>Yellow Gold Diamonds</p> 	 <p>Steel Gold Bracelet</p>	<p>Pink Gold Black Diamonds</p> 	 <p>Waxed Cotton Strap</p>	<p>White Gold Diamonds</p> 



Chimento | The Brand Enchiridio | Made in Chimento - Italy

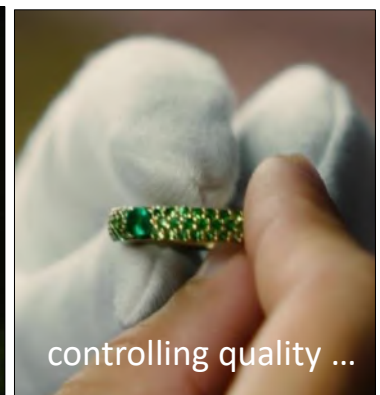
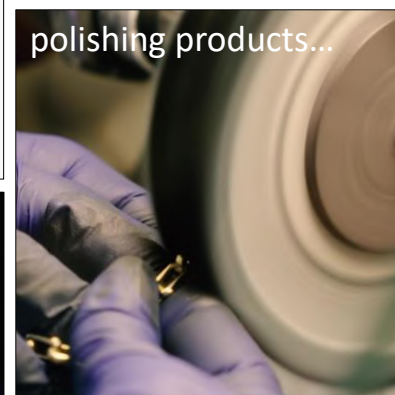
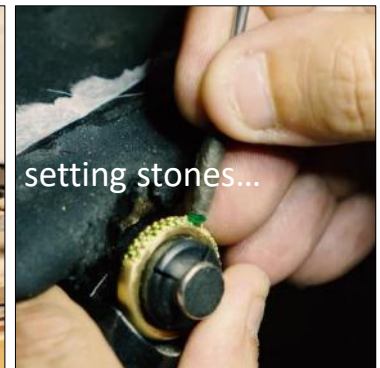
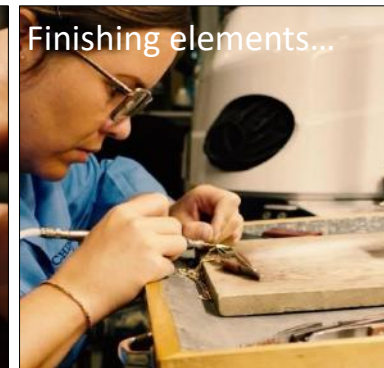
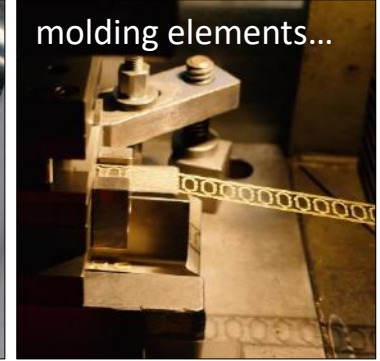
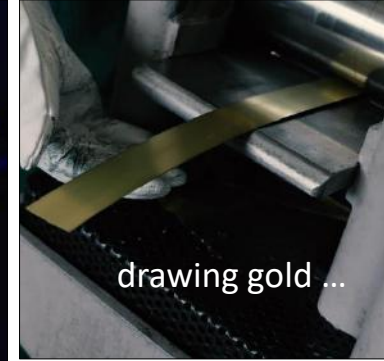
a day begins at CHIMENTO LAB ...

At CHIMENTO we are convinced that our technological skills and the ability of our hands can be enhanced only in a manufacturing laboratory fully integrated in the company organization,

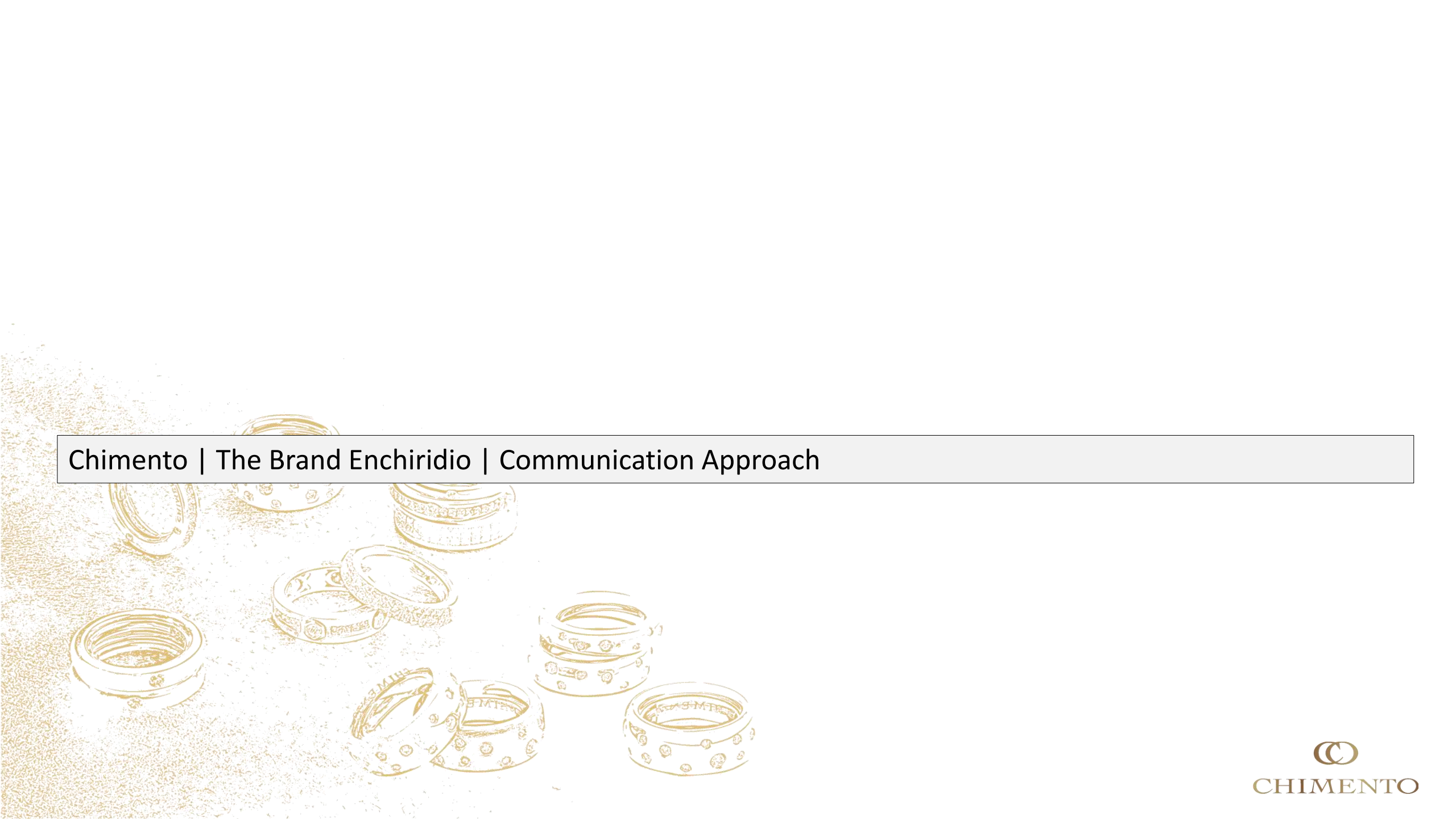
Model the beauty and create icon products stimulating subtle and pleasant feelings is our uniqueness edge,

Most of CHIMENTO manufacturing capacity needs are satisfied by the internal Vicenza Plant (see next page).

the magic moment of alloying preparation ...







Chimento | The Brand Enchiridio | Communication Approach

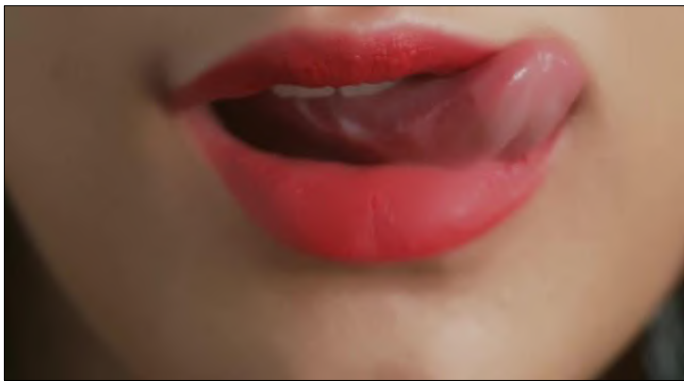
CHIMENTO has recently, late 2022, launched a new communication plan capitalizing on the up-coming market trend of a consumer increasingly seeking for "Product Experience Reward" rather than mere "Product Beauty Appreciation". We strongly believe to be the first Jewelry brand using this innovative approach.

The campaign is focused on the sensory concept of "Appetite for Gold" that, without betray the brand heritage of Italian Goldsmith, enhances the psychological feeling of wearing a CHIMENTO Jewelry in every moment of the day.

The campaign has been executed for television, in 15" and 7" formats, print, outdoor and various digital media.

The Brand continues to be coherently present on the main social networks following mostly a product presentation approach.

Chimento | Communication | Television Execution




Chimento | Communication | Print Executions

CHIMENTO.IT

CHIMENTO

APPETITE FOR GOLD



Newspapers and Magazines - Forever Brio

CHIMENTO.IT

CHIMENTO

APPETITE FOR GOLD




Newspapers and Magazines - Forever Star

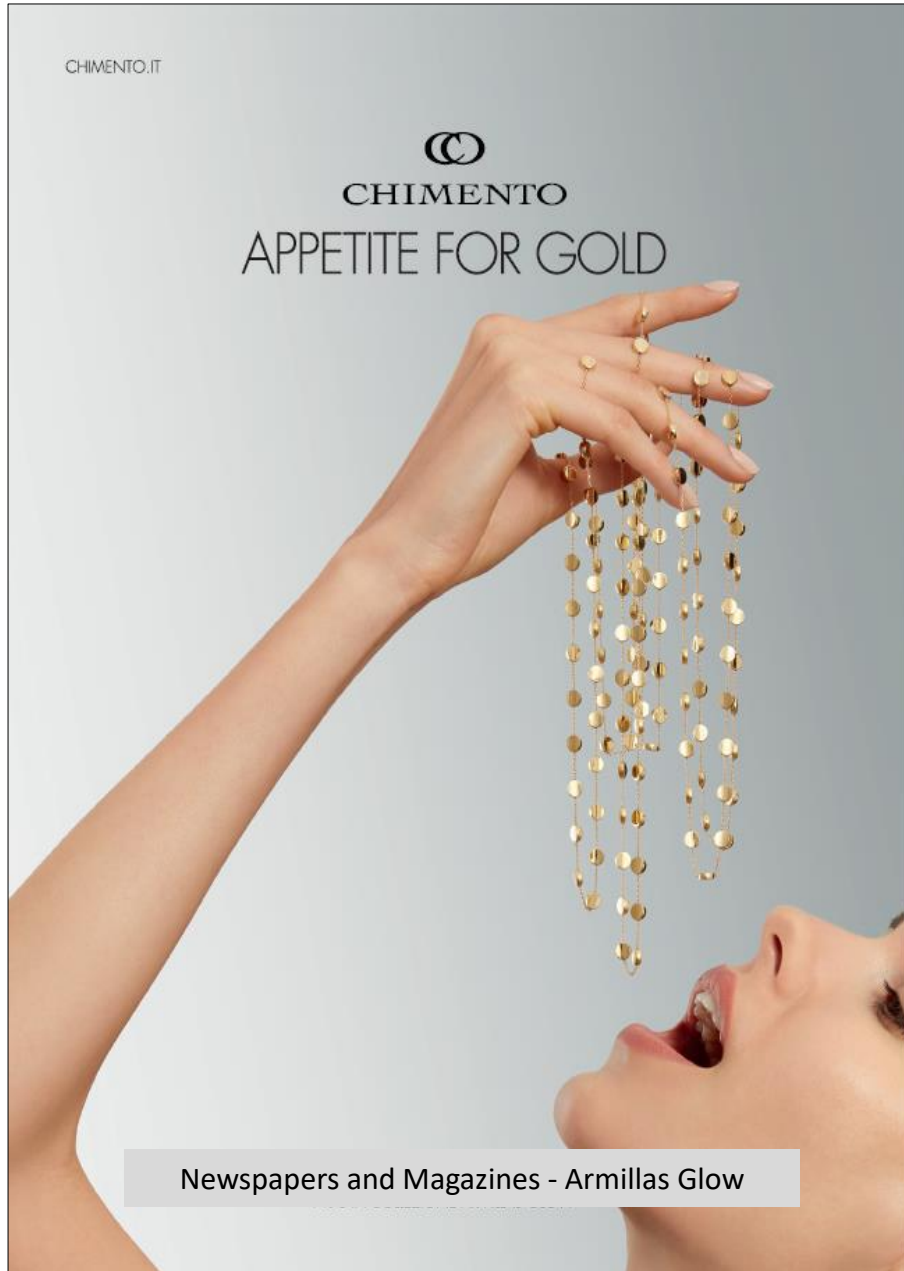
CHIMENTO.IT

CHIMENTO

APPETITE FOR GOLD



Newspapers and Magazines - X-Tend



CHIMENTO.IT



CHIMENTO

APPETITE FOR GOLD



Outdoor 6x3 meters outdoor Coop Advertising - X-Tend

 *Curto*
GIOIELLI

CORIGLIANO
VIA NAZIONALE 86
TEL. 0983 885467

ROSSANO
VIA GRAMSCI 3
TEL. 0983 515726

Chimento | Communication | Appetite for Gold Product Animations

Appetite for Gold Animation - Chocolat



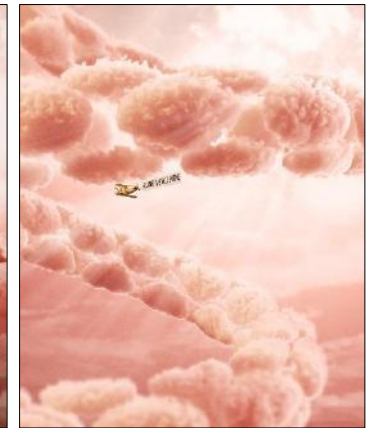
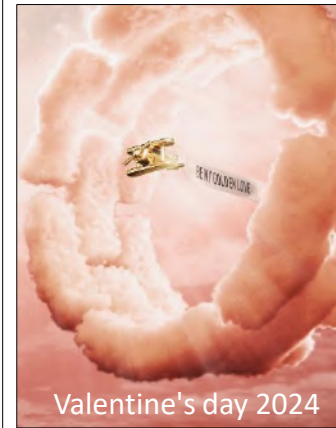
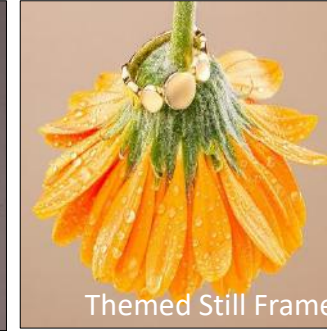
CHIMENTO participates in three major social networks following a product presentation approach. The objective is to consolidate the awareness of existing lines while introducing new products in the occasion of their launches,

To this purpose, we use both still frame, model shots, product animations and traditional videos,

Beyond the main scope of our social network participation, we also occasionally celebrate certain calendar events such as, Eastern, Christmas, Valentine's day ... ,

The above social approach is currently under re-definition with the objective of better fitting the mentioned new communication strategy while becoming more intriguing, alive and interactive,

We will keep you posted on the evolution of the brand social network future activities.





Chimento | The Brand Enchiridio | Trade Materials and Customizations

CHIMENTO style is backed-up not only by product and communication but also by all collateral materials such as: displays units, general visual merchandizing and packaging,

CHIMENTO, beyond offering its display units to all authorized dealers, is constantly seeking for new ideas to personalize and even customize its presence in store,

CHIMENTO packaging is designed to enhance the style of the brand by exploiting key elements of the corporate image guidelines that indicates the best way of using certain variables such as: corporate color and logo,

In parallel to Social activities, the brand is currently reviewing the approach also for ancillary materials with the purpose of defining new contemporary executions reflecting the recent restaging plan of the brand,

We will keep you posted about any evolution may materialize on the subject in the future.



Show-window Display



Show-case Display



Chimento | Communication | Special in Store Installations



Customized show-window - Armillas Glow



Appetite for Gold in-store back lighted panel - Forever Brio



Personalized show-window - Armillas Glow



In Store Corner - Washington DC - USA



In Store Corner - Washington DC - USA



Chimento Academy | The Brand Enchiridio

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