



Milor *history*

Milor Group is the result of the most authentic passion for jewelry paired to the outmost craftsmanship. The Group has been creating quality jewelry since 1955.

The Company is based in Milan and relies on the Mouhadab brothers hands-on leadership, as well as on expert teams and young talents.

The name Milor pairs two words: Milan and Oro [the Italian name for gold].

Milan, the capital of fashion and jewelry is the home to most designs and creations and gold, the noble bond underlying most of the group's creations.

Milor Group aims at offering high quality designs, with impeccable finish and anticipating the needs of its clients.





Milor *history*

1955 - FOUNDING

Milor Group was founded in 1955. An important alliance as the result of an enduring passion for jewelry aimed at generating value. As of today Milor Group can rely on the third generation of the Mouhadab family.

1979 - GROWTH

Thanks to massive investments and a strong team with consolidated know-how in jewelry, the Company creates more contemporary designs that are able to stand out of the crowd. Creativity meets devotion and passion.

1990-2000 CONFIRMATION

Thanks to ongoing investments in technology, especially with the 3D process, Milor strengthens its peculiarities for unmistakable designs that rely on innovative processes and ongoing quality checks.

2022 - AS OF TODAY

As of today, the Company offers outstanding designs, 100% Made in Italy, made from the ultimate quality materials, always ahead of the times. The Group's projects are more and more innovative, proudly preserving the entire value chain of jewelry making.

Milor *departments*

MILOR FOR BRANDS

Thanks to its proven experience, the Group has specialized in a personalized service offer since years 2000.

The 'Made to Measure' department caters each partner in search for a fully customized jewelry collection.

QVC, HSN, Bloomingdale's, Lisa Robertson, Leclerc are just some of the clients who have chosen the Group for its skills in offering solutions of the ultimate quality with reasonable pricing for its target audience.

MILOR FOR RETAIL

The Group is also present in retail channels in Italy and abroad counting over 1500 specialty stores worldwide.

The distributed brands are: Bronzallure, Etrusca, Albert M., Milor Gold.

MILOR FOR WHOLESALE

This department was born in the 1980s to fulfill the request of clients, both in Italy and abroad, for dedicated jewelry designs (department stores and international wholesalers for example).



Albert Mouhadab

Creative Director e Chairman

THANKS TO ITS FLEXIBILITY, MILOR GROUP HAS BEEN PARTNERING WITH TIER
ONE PLAYERS IN JEWELRY.

Milor *made to measure*

A SUCCESS STORY THAT FOLLOWS THE CLIENT FROM THE CREATIVE IDEA GENERATION, THROUGH PROTOTYPING WITH A TEAM FULLY DEVOTED TO SUPERVISING THE PROCESSES AND PRODUCTION.



RELIABILITY'

Proven experience in working with precious metals.

EXCLUSIVITY

Research and use of the ultimate natural gemstones, both precious and semi-precious.

DESIGN

Teams of expert designers who have worked with the big luxury firms.

SUSTAINABILITY

Safeguarding the whole jewelry making value chain.

QUALITY

Our alloys are lead, nickel and cadmium free .

QUALITY CHECKS

Substantial production process thanks to the complete control of the supply chain, as well as to the respect of the highest quality standards in due time.

Milor *vision*

TO BECOME THE COMPANY THAT MAKES THE JEWELRY THAT
EACH CLIENT DREAMS OF

Milor Group's designs are 100% Made in Italy and they strengthen the bond between design and women, with collections that can vary from minimalism to bold volumes, under the same idea: to fulfill women's emotions with elegance and personality.

The Company aims, besides the female universe, at catering dynamic men who appreciate beauty.

Milor Group shapes desires, hopes and emotions into jewelry, giving a voice to the inner world full of facts that only jewelry can express at its best.





Milor *mission*

WE HELP OUR CLIENTS SHINE EVERY DAY AT BEST
THANKS TO A RICH AND DIVERSIFIED JEWELRY
SELECTION.

Among the group aims is its final customers' satisfaction through quality, ongoing improvement and the mastering of all process that contribute to the perfection of each design.

Milor Group has been offering personalized creations of contemporary jewellery worldwide for over 60 years.

By granting the best value for money, Milor Group aims at anticipating their needs and evolving its offer every day.

Milor *commitment*

WE AIM AT SUSTAINABLE SUCCESS IN THINGS, THOUGHTS, ACTIONS.

Starting from 2020, the Group endeavour towards sustainability has further developed thanks to the choice of working exclusively with partners who possess the CDC certification from Responsible Jewelry Council, so to promote operational best practices in the high end jewelry field.

The Council defines all requirements for a Chain of Custody of the precious metals that are produced, worked and sold in a responsible way along the entire jewelry value chain.

Other than being sustainable in processes, Milor is devoted to different causes through CSR initiatives in cancer research and education.





Milor *know how*

Milor Group has been relying on proprietary state of the art technology, as in the latest 3D printing generations, to create prototypes and to quickly answer market needs. Shaping ideas into products, by granting the best mix in comfort, aesthetics and taste matches the authenticity of design and inspirations.

41 STEPS TOWARDS PERFECTION: FROM THE IDEA, TO THE PRODUCT

8

STEPS STYLE AND PROTOTYPING

9

STEPS PRODUCTION AND RAW MATERIALS SELECTION

3

STEPS GESMTONE CASTING

18

STEPS PLATING AND FINISHING

3

STEPS QUALITY CHECKS

Milor *design and production*

The Milor Group relies on a network of partner companies that are highly specialized and fully devoted to each step of the production process, from microfusion to plating to gemstone casting. Milor certifies and grants for each partner by checking the production process with both precision and punctuality.

Design, research &
development: in-house



MILANO - IT

AutoCad and 3D design: :
in-house



MILANO - IT

Jewelry production: skilled
craftsmen



AREZZO E VICENZA - IT

Quality checks:
in-house



MILANO - IT

Milor *logistics and distribution*

Milan head quarters possesses a wholly equipped logistic department, which is able to manage orders through internal systems, covering the whole worlds with the highest standards in service and client support.

Efficient logistics
management



Order through apps and
mobile



Real time refurbishment



B2B and B2C in-house client
support



Milor *expertise*

GOLD

Milor makes jewelry using various materials of the highest quality.

Thanks to the constant collaboration with the artisans of Vicenza and Arezzo, gold gives to each creation of the brand the characteristics of high-level jewelry.

Various types of Milor gold:

- 9KT
- 14KT
- 18KT
- 24KT





Milor *expertise*

GOLDEN ROSÉ

The Group possesses a patent for an unique alloy named Golden Rose and 18K rose gold plated.

Its intense look and proven durability match the most evolved desire for preciousness, especially offering a good value for money.

The target audience who chooses plated jewelry is becoming broader and broader, finding a practical alternative to pure gold: easy-chic, affordable and versatile, it matches perfectly with stones and Cubic Zirconia.

The Golden Rosé blend has become the most performing item, demonstrating the new face of rose gold.

Milor *expertise*

950 SILVER

950 Silver offers purity and quality that are not easy to surpass.

Nickel free and hypoallergenic, a 950 silver design by Milor Group is Made in Italy and possesses unique brightness and a very versatile accent.

STERLING SILVER

Sterling silver is composed by a combination of metals offering a white lightness that is both precious and durable.

Milor Group Sterling Silver jewellery come with an extra finish that makes every jewel versatile and competitive in pricing.

The characteristic of the Company is the Ink Finish patent, the only technique who offers a deep contrast between silver and black ink.



Milor *expertise*

NATURAL GEMSTONES

Gemstones by Milor Group are unique, natural, selected with care, certified and skillfully worked by artisans and gem experts.

Gemstones with unique shades are featured in jewelry of ultimate quality adding extra character that can be worn every day.

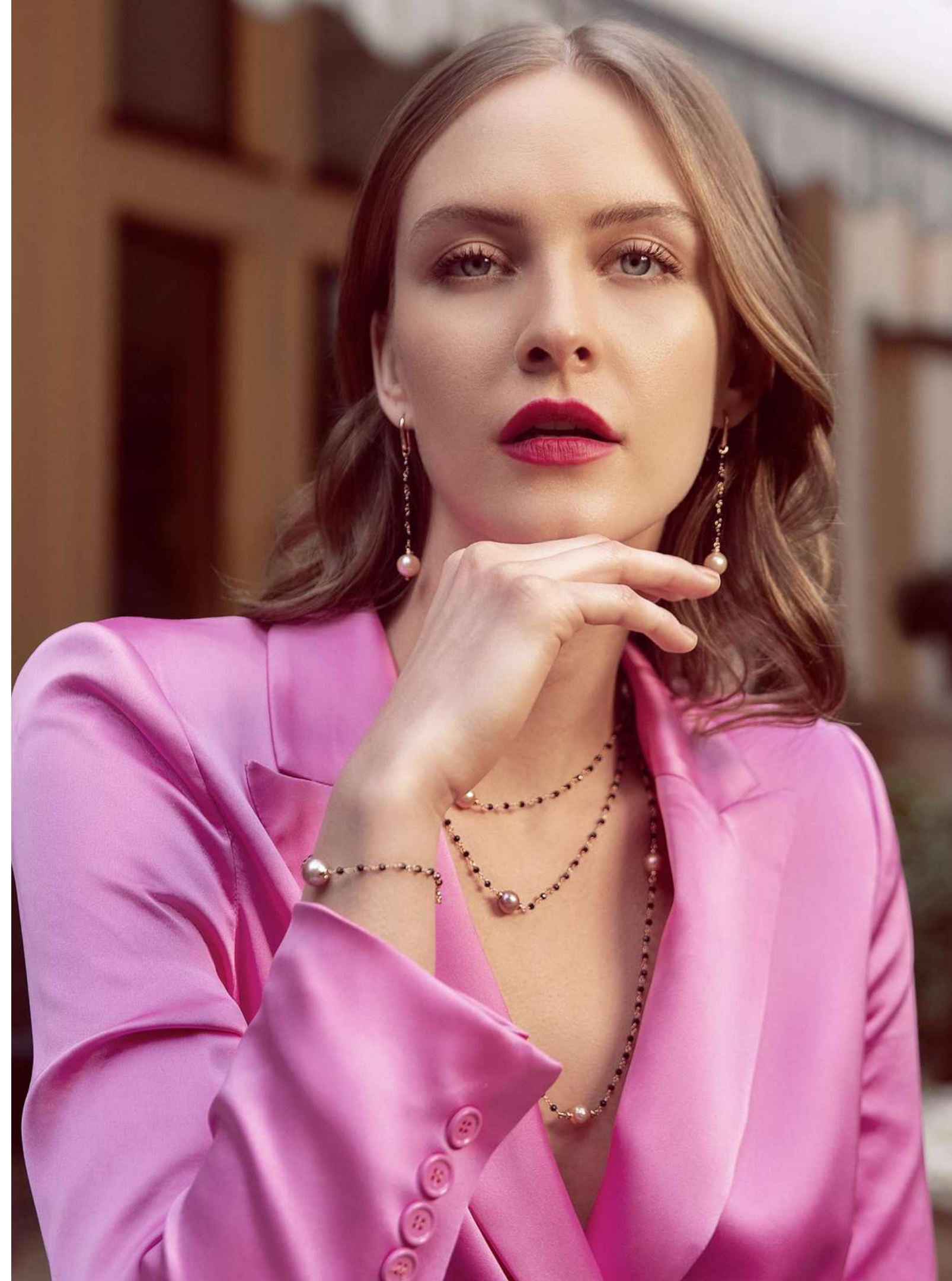
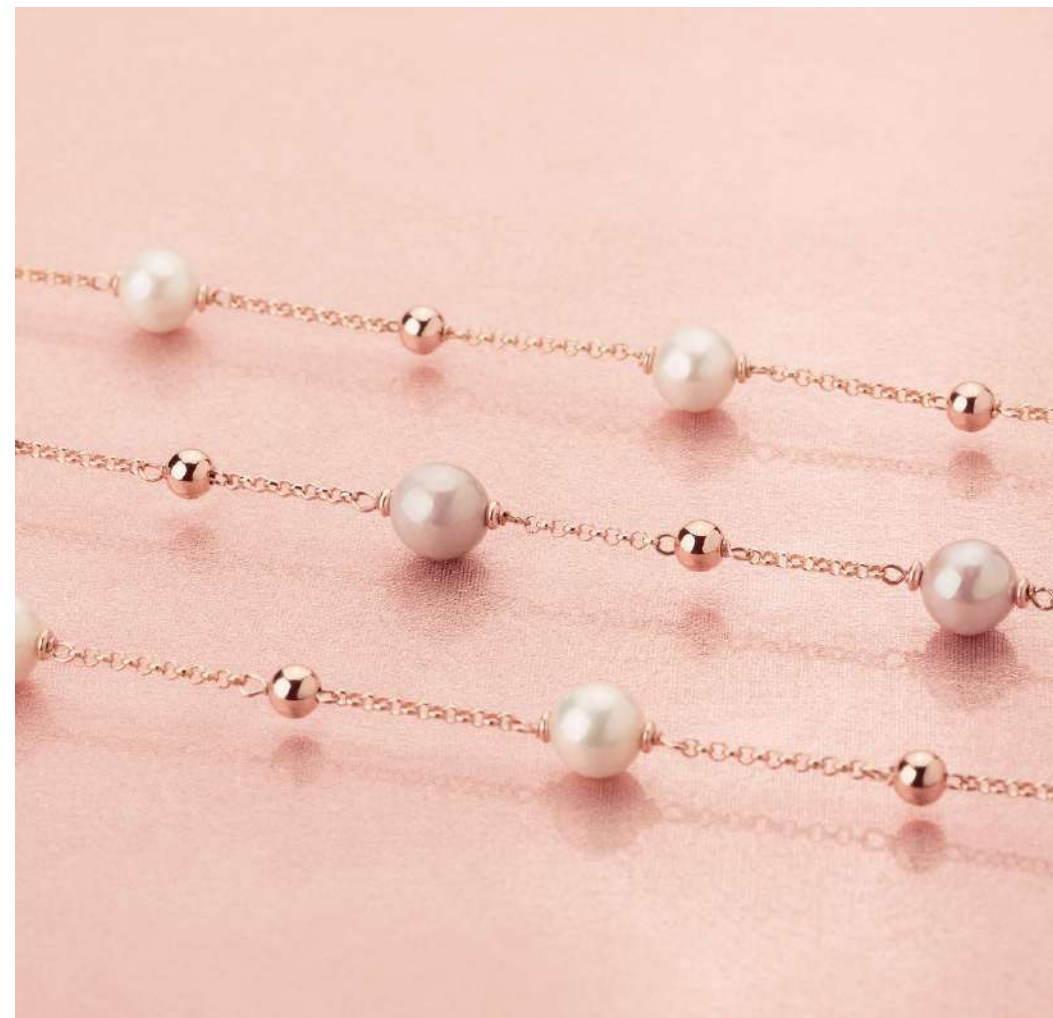


Milor *expertise*

PEARLS

The iconic Golden Rosé meets the brightness and luster of freshwater pearls in fascinating pastel shades.

Pearls by Milor Group are carefully selected for their brightness declined in natural shades, from white to deep slate, from pale pink to vivid hues such as marine blue and jade.



Milor *brands*

Brands that are available in Milor Group Stores

Bronzallure[®]

WWW.BRONZALLURE.COM

ALBERT M.
◇

WWW.ALBERTM.COM


ETRUSCA
GIOIELLI

WWW.ETRUSCAGIOIELLI.COM

MILOR *Gold*

WWW.MILOR.COM

ULTERIORI BRAND DEL GRUPPO

BIANCA
•MILANO•

WWW.BIANCAGIOIELLI.COM

Fiorenza

WWW.MILOR.COM

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modora[®]
MILANO

WWW.MILOR.COM



WWW.MILOR.COM

WORDS

WWW.MILOR.COM

MAPERLE

WWW.MILOR.COM

Soave Oro

WWW.SOAVEORO.COM



WWW.DUOMILOR.IT



Grazie