



# Company Profile

PRODES ITALIA PROJECTS

# Prodes Italia

## ABOUT

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Prodes Italia is a company that for **over 10 years** has been creating projects aimed at the international sponsorship of companies operating in the **high jewelry, author and designer jewelry, design and wine fields**.

Active worldwide, it operates in the following segments: communication, web, events organization, marketing, advertising, publishing. The strategic activities developed by Prodes Italia give life to projects with a strong media impact capable of starting new paths of growth and diversified business opportunities.

To date, more than **4,000 companies** have relied on the services of Prodes Italia, with over **200,000 users** registered in our communities.



# Artistar Jewels

## ABOUT

Artistar Jewels is the international reference point for all the **creators and designers of artistic and contemporary jewelry**. The project offers each participant great **business opportunities**. Both emerging and more established artists will be able to rely on **the growth of their own brand reputation**. In addition, the great participation by **international media** guarantees high visibility.

Artistar Jewels is not comparable to a trade fair, to an editorial publication or an e-commerce website, Artistar Jewels is a global and transversal project that uses **targeted strategies**, complementary to each other, **useful for the dissemination of the artist's creativity**.

Every year more than 100 international artists are selected. All the creations are **published** in the homonymous **book Artistar Jewels**, distributed in all Italian bookshops and in the major European cities and displayed in an **exhibition set up** in a prestigious location in Milan during **Milano Jewelry Week**. A **jury of experts** selects the best artists who receive **important awards**; the winners also participate in various initiatives including exhibitions and fairs around the world. In the previous edition, over **250 editorials were published** in important magazines all over the world.

[www.artistarjewels.com](http://www.artistarjewels.com) || [@artistarjewels](https://www.instagram.com/artistarjewels)

# Artistar Jewels

## FIGURES

**8** Editions realized

**20000** Printed copies



**1000**

Brands involved



**3500**

Pieces exhibited

**12** Events realized

**80000** Visitors

**5000**

Sales points in Italy and Europe. Also purchasable online on ibs, amazon, feltrinelli.it, unilibro.it

**15000**

International buyers and galleries involved

**8000**

International journalists contacted



ph. LINDA GIACALONE\_Dreaming Queer\_brooch

# Milano Jewelry Week

## ABOUT

From **20 to 23 October 2022** the **second edition** of the Milanese week entirely dedicated to the jewelry world will take place.

It identifies itself as **the hub of a qualified "jewelry networking"** in pure Milanese style: concrete, glamorous, fast, pleasant, efficient and effective.

Through the organization of different types of events, the Milano Jewelry Week will give life to moments of exchange that will return a fascinating and engaging image of the jewel even to non-experts who can easily get passionate.

The Milano Jewelry Week **develops within exclusives and evocative locations in the city**: historic buildings, high-end jewelry ateliers, goldsmith workshops, academies, art galleries, fashion boutiques and design showrooms.

# Milano Jewelry Week

## FIGURES ed. 2019

**116** Events realized

**4** Days

**60** Exhibitions

**27** Cocktail parties

**60%** Foreign - **40%** Italy



**350**

Involved brands



**5000**

Jewels exhibited

**60** Locations

**14** Lectures

**9** Workshops

**6** Live performances

**40** COUNTRIES

**40000**

Visitors

**70%** Italy - **30%** Foreign

**30%** buyers

**20%** journalists

**20%** gallery owners

**15%** dealers

**15%** lovers



ph. REVANKAR JEWELS\_Mother Earth giving birth\_pendant

# OverJewels

## ABOUT

OverJewels is a global project born with the aim of establishing an exclusive and international **reference point for operators in the jewelry sector**.

OverJewels ensures a 360 ° promotion thanks to the synergy of **online and offline channels** combining all the potential of the social commerce platform and Prodes Italia know-how in the promotion and dissemination of the media.

The social commerce platform is dedicated to all those who want to grow and transform their own activities through an **innovative digitalization process** within the jewelry and fashion accessory sector.

Professionals, manufacturers and industry experts will be part of an exclusive community capable of **establishing strong connections by encouraging the growth of their business**, by starting and consolidating business relationships of great value.

Designers, artists, brands, companies, producers but also photographers, journalists and buyers can find a space to sell, buy, **relate and dialogue with other professionals registered in the community**.

[www.overjewels.com](http://www.overjewels.com) || [@overjewelsofficial](https://www.instagram.com/overjewelsofficial)

# OverJewels

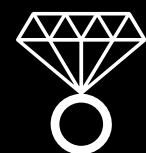
## FIGURES 2<sup>nd</sup> MONTH

**25000** VISITS

**300000** VISITED PAGES

♀ WOMEN  
**64 %**

♂ MEN  
**36 %**



**800**  
ITEMS

**40%** ArtJewelry  
**25%** FineJewelry  
**35%** DesignerJewelry



**250**  
Brands

**100**  
Operators

**40**

COUNTRIES

**60%**  
Foreign

**40%**  
Italy



ph. PAVIT GUJRAL\_Langur\_earrings

# OverJewels

## MISSION

- ‘ *It ensures a 360 degrees promotion thanks to the combined action of online and offline channels. An exclusive community able to establish strong connections by promoting the growth of each business.* ’

# OverJewels

## TYPE OF PROFILE

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Divided into **different profiles**, the new social commerce is the link between lovers and jewelry producers.

*The subscriptions available are several and customizable according to the needs and objectives of each user.*

### Showcase profile

It allows you to present your activity at 360 degree publishing a complete introduction of your professional profile (biography, contacts, profile image). This user can consult and publish news, offer their services, buy and participate in events.

### E-Commerce profile

It guarantees, in addition to the specific services of the showcase profile, the possibility to sell the jewels to all the users. Each profile is managed autonomously by putting the products for sale, organizing the couriers and advertising news and offers.

### Operator Profile

Dedicated to all professionals and to the companies that work in the field but do not produce jewelry. Through this profile you can advertise your reality, offer your services, buy, consult and publish news, participate in events and interact with all users.



# Huesers

## ABOUT

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The **quarterly magazine** collects the news and updates relating to the jewelry sector. The only magazine capable of **intercepting and disseminating news and most exclusive trends** on the market.

Within the magazine, visibility is given to the creations and more innovative brands. **Each reality is told through a presentation**, advertising or a set of images and texts. The editorial project involves the best brands, who put their knowledge and experience at the service of readers. These authoritative professionals provide insights of the sector through **direct and authentic contents**.

The presence of **exclusive contents** also linked to excellence of the world of **luxury, design** and **wine** enhance the editorial product's value by highlighting the media force represented by the synergies between worlds apparently different but united by refinement and innovation.

# Huesers

## FIGURES

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**45.000**

Copies

**16200** USA  
**20400** EUROPE  
**20400** ASIA

**65%** B2B  
**35%** B2C

**16800**

Retailers & Buyers

**3000**

Executives & Managers

**1500**

Fashion & Luxury Consulting

**10800**

Jewels & Luxury Fairs

**4200**

Wellness & Accomodation

**4800**

Luxury & Private Clubs

**900**

Vip Lounges

**3000**

Press

### DATA

**55%** 35 - 55  
years

**25%** 55 - 65  
years

**10%** under  
35

**10%** over  
65



ph. VLAD GLYNIN\_Raspberry sorbet\_ring

# Huesers

## MISSION

- *An international magazine entirely in English for a sought-after target among professionals and enthusiasts, looking for exclusive news. One of the best editorial staff in the industry is involved to deal with current events and trends in jewelry and luxury world.*



ph. RENEE | QIUGUO PAN\_Ying\_double ring

# Huesers

## DETAILS

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The only magazine capable of spreading the latest news and trends of the market. The solution through which it will be possible to intercept and targeted a first level target.

With a circulation of more than **45,000 copies**, the magazine is distributed in more than **100 countries** around the world. The recipients of the magazine are **carefully selected and prestigious contacts**, resulting from authentic relationships that Prodes Italia has strengthen and consolidated in 10 years of activity. The project implements excellent opportunities for visibility and sales by expanding the business of its customers internationally.

The magazine is in fact **sent to** the most important contacts internationally and strategically distributed in:

- |                               |                           |
|-------------------------------|---------------------------|
| > Retailers & Buyers          | > Wellness & Accomodation |
| > Executives & Managers       | > Luxury & Private Clubs  |
| > Fashion & Luxury Consulting | > Vip Lounges             |
| > Jewels & Luxury Fairs       | > Press                   |



Browsing through the magazine, the reader can see the **QR codes linked** to the profiles of the **social commerce users**. All those who receive the magazine, therefore, can **instantly view** insights and **purchase** the jewels on [overjewels.com](https://overjewels.com).



# PRODES ITALIA

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