

Prodes Italia, already founder of Artistar Jewels and Milano Jewelry Week presents OVERJEWELS

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Prodes Italia, after Artistar Jewels and Milano Jewelry Week, launches OVERJEWELS, *social commerce* dedicated to all jewelry producers and professionals who will be able to become part of an international community and benefit from a 360° promotion. Thanks to the synergistic action of two media channels, the social commerce platform and the innovative publishing project, this new concept aims to create a space where all jewelry workers can meet, exchange opportunities and advices and increase their business opportunities. A virtual meeting place, and not only, for designers, artists, brands, companies, producers but also photographers, journalists and buyers.

***Enzo Carbone** – the Founder of Prodes Italia, states: “OVERJEWELS was born after having worked and analyzed the international jewelry field for over 10 years. Our previous experiences allowed us to create a virtual platform with the aim of providing all professional a valid work tool. Despite the complicated period caused by the pandemic, we never stopped. We invested in an **ambitious** and **revolutionary** project. OVERJEWELS joins our already large and consolidated package of projects dedicated to this magnificent world. „*



THECA ASTUCCI-Astuccio

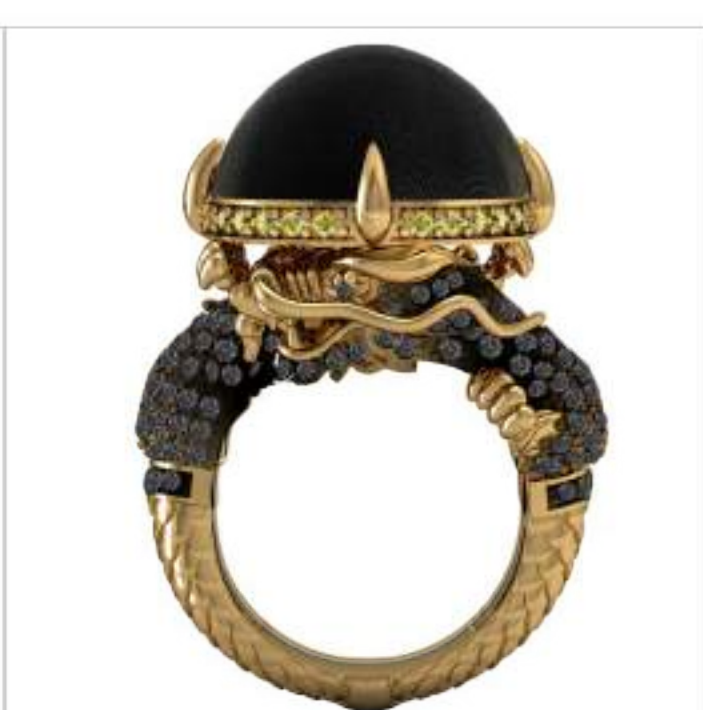


Steven De Vilbiss for Cartier-Panther

Divided into different profiles, the new social commerce is the **link** between lovers and producers of jewelry. The various ways of joining through which to connect allow, in fact, to differentiate the profiles of registered users according to their needs and objectives. Subscription to the website will be possible as **operator** or as a **brand**: artists, artisans or gemologists, companies that deal with raw materials, technical equipment or specific technologies, but also fairs, galleries, photographers, academies and many other categories. On the profile, everyone can tell about their work, publish news and events and, by activating the e-commerce profile, also show and **sell** their products directly through the site. It is possible to register as a **Journalist/Press Office**, to publish press releases or articles, or simply as a **Jewelry Lover**, to browse the platform, interact with operators and purchase the products.



Steven De Vilbiss for Roberto – Coin
Gemstone Rings



Sacris Aurum – Dragon Ring

Among the members of OVERJEWELS the participants of **Artistar Jewels**, including **Pavit Gujral** (India), **Vlad Glynn** (Hong Kong), **Izmestiev Diamonds** (Russia) and the winners of the 2019 Fall Edition **Petra Mohylova** (Czech Republic), **Alessandro Dari** (Italy) and **Sacris Aurum** (Russia), but also jewelry photographers such as **Steve DeVilbiss** (USA) and **Fotokünstlerei** (Germany); among the professionals, the historic **Hagerty** (Switzerland) leader in chemical products for cleaning jewelry, or technological companies such as **Alo Zone** (Italy), which since 1997 has been producing software for goldsmiths. Among the raw materials dealers, **Greenland Ruby** (Greenland), a company specializing in the extraction of rubies and pink sapphires with attention to environmental protection and respect for its workers. On the website there is also a constantly updated **News** section with in-depth information dedicated to news, trends, events, contests and columns managed by leading representatives of the sector. The publishing project will make use of the leading experts in the sector, with the aim of intercepting and disseminating the most exclusive news and **trends** on the market.

ABOUT PRODES ITALIA

OVERJEWELS is a project by **Prodes Italia**, a company specializing in the implementation of projects aimed at the international sponsorship of companies operating in the sectors of high jewelry, art, design, fashion and wine. Active all over the world, it operates in the following segments: communication, web, event organization, marketing, advertising, publishing. Founder of the well-established event **Artistar Jewels** over the years, Prodes Italia reflects the same uniqueness and style in this new project. In 2019 the company created the first edition of the **Milano Jewelry Week**, a week entirely dedicated to the world of contemporary jewelry. Prodes Italia boasts 15 international publications and 80 events organized with more than 4000 companies involved, for a total of over 2 million visitors.

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Website: www.overjewels.com