

ATELIERUL

Hyper Jewels by Officina Bernardi

de ADMIN • 6 DECEMBRIE • EVENIMENTE EVENIMENTE INTERNAȚIONALE

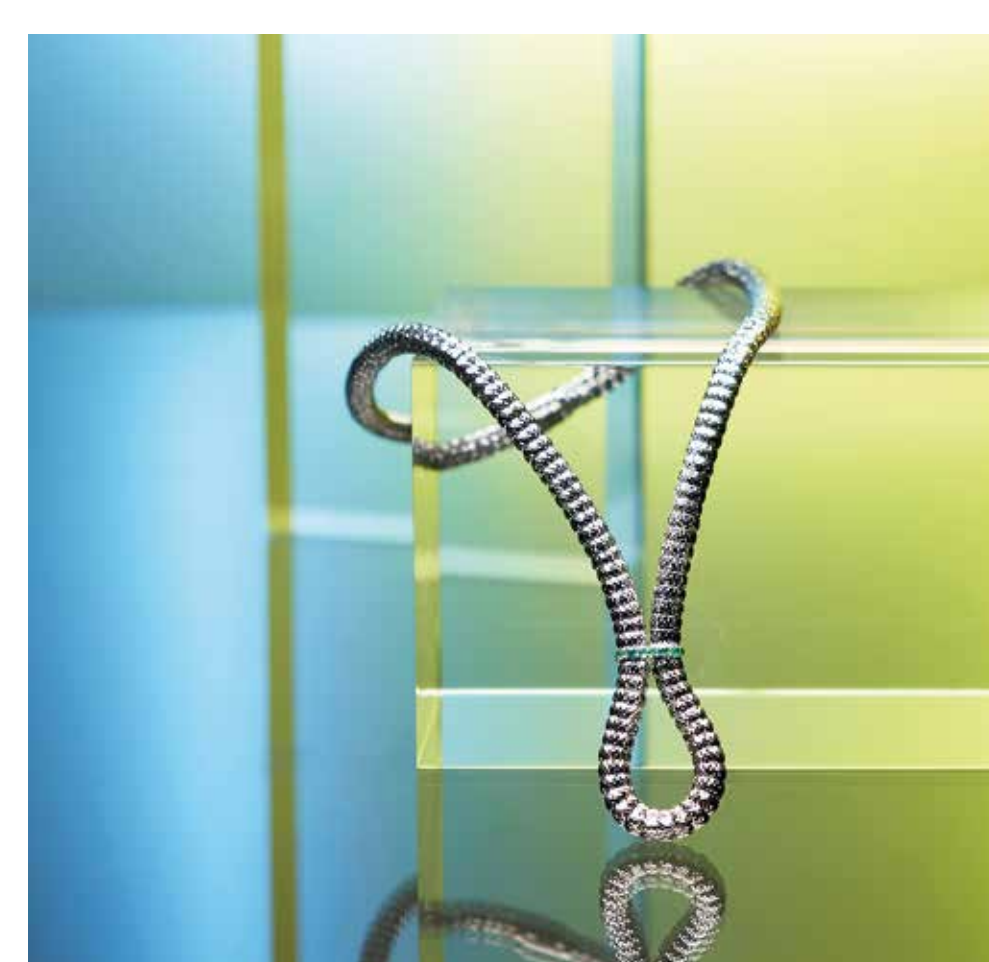


Realizing jewels that are the perfect combination of craftsmanship and engineering, paradigms of innovation, technology and Italian creativity is Officina Bernardi's mission. Each of their creation is intended to illuminate customer's wishes and to offer an exclusive product, recognizable by its design and brightness. The machines create the jewel, but it is the goldsmith who transform it into art. The rhythm, which creates the balance and harmony of the jewel, is in their hands. Hands that assemble and refine, that transmit values and emotions.

The Venetian atelier, founded by the Bernardi family, creates unique examples of Hyper-Jewelry, jewels free from mass homologation, which are opposed to the logic of complex beauty, seeking the preciousness in the simplicity of the forms. Being *Hyper* means questioning the present, preserving the continuous desire to improve, experiment and create, pushing the matter beyond the limit. They are thus statement pieces, which remain impressed not through a simple logo, but in the forms that compose them and in the quality of their workmanship. The company now invests in Italy and after the store in Venice now welcomes the new flagship store in Milan in Via Manzoni 19, perfectly located in the Quadrilatero, the international fashion district. This is the ideal setting to reflect the light of the brand's avant-garde and artistic spirit, which after international success focuses on Italy and Milan in particular.



Francesco Bernardi, President and Co-founder of Officina Bernardi said:
„The opening of the boutique follows a larger investment project, with the aim of re-launching the family brand with a more sophisticated value proposal. The international scope of Milan's Dolce Vita is a source of pride and renewed challenge, to affirm aloud our desire to seek new concepts through technological innovation.,“



Two are the secrets of Hyper Jewels: the perfection of the spherical shape and the rhythm given by the succession of elements in the composition of the jewels. The trademark is the diamond cut, made with machines designed and built by engineers experienced in robotics. This allows you to change the sphere over and over again through the manipulation of the starting shape creating new configurations. In all the collections of Hyper Jewels, the unmistakable design of Officina Bernardi can be recognized in the shape of a sphere. Moon Sphere, symbol of the brand, with its diamond-shaped surface, releases light, a perfect synthesis of ability and mastery. In the Empire collection, instead, the spheres multiply and seek the softness and shine of the silk. The shape then flattens into a flower for Mimosa, in which rubies, sapphires and emeralds join and celebrate the woman. Enigma, on the other hand, is a fluid object, which rests on the body with extreme versatility, changing its features and leaving in the mystery its real form. The Ophidia' snake, in the end, encloses in its sinuous forms a double soul: it is sensual but also spiritual, wrapping and weightless. These are precious jewels, made of 18K gold with stones chosen by expert gemologists who evaluate both the piece's quality and the ability to match the metals in which they are embedded. Attentive to sustainability and ethical jewelry production, Officina Bernardi has installed advanced heat recovery systems to produce process water. They also received ISO 14001 certifications and RJC certificates for the entire production of gold and silver jewellery from the responsibly Jewellery Council. Their future goal is to improve the production of electricity already in place with the use of photovoltaic systems so that Officina Bernardi can become, as soon as possible, a brand with zero impact.

ABOUT OFFICINA BERNARDI: Officina Bernardi is a jewelry brand active in the production of 18 carat gold jewelry, whose collections are made entirely in the production facilities of the company. The debut took place in the US market, where the brand gained immediately successful and where it is present today in 800 high-end stores, including jewelry, boutiques and department stores. Later on, the distribution expanded to Europe and in particular to Italy, first in selected jewellery shops and now in the two single-brand stores, in Venice and Milan.