



JOURNAL

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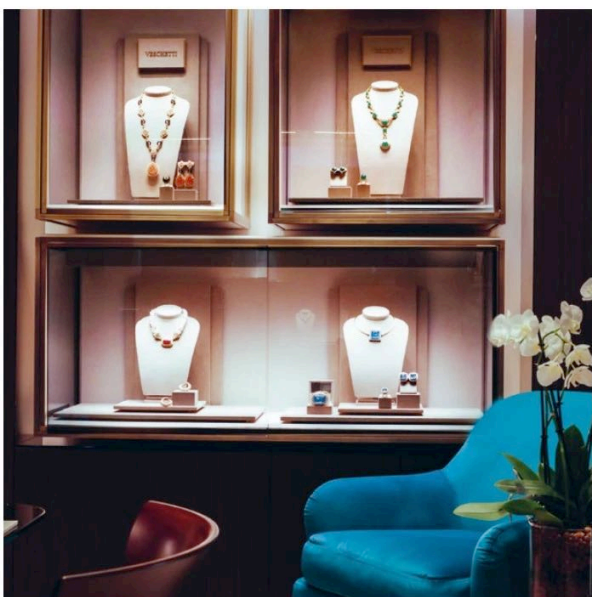
FAMILY TRADITIONS

From a small business to international fame, Veschetti celebrates Italian high jewellery.



Just over an hour's drive from Milan, in the centre of Brescia, one can find Veschetti's house-boutique. This distinguished high jewellery brand was founded in 1949, thanks to the passion and dedication of Mario Veschetti. The brand's journey from a small family workshop to international notoriety is something remarkable. Over the past two decades second generation Laura and Marco together with Chiara have achieved significant milestones, expanding into the Gulf countries, including the Emirates, Saudi Arabia, and Qatar, as well as into the United States, specifically Texas and Florida.

At the core of Veschetti's production excellence is a profound mastery of the craft, and knowledge of jewellery-making. Each creation comes from a meticulous process that starts with the



selection of rare and precious gems, carefully examined by expert Italian master goldsmiths. This is the first step of a process which culminates with the creation of unique works of art that resonate with the personalities of Veschetti's loyal clientele. Among their best sellers one can find the exclusive haute couture jewellery line, 'The Collection', a careful blend of refinement and timeless elegance.

As well as their own creations Veschetti also represents other market leaders in the jewellery and watchmaking industry, such as Buccellati and Chopard as well as Rolex and Tudor, further enhancing its prestigious selection. Located at Corso Palestro 10/A, in a stunning 16th-century palace that once served as the studio of painter Lattanzio Gambara, the boutique adds a precious chapter to its history every day. It is a narrative steeped in heritage and timeless craftsmanship of Made in Italy, all under the distinguished banner of the Veschetti family. 🌟