

ELITE COLLECTION ELITE POWER

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Contemporary Luxury Jewelry

**Excellence - Uniqueness -
Global Heritage**



VISION

To become a global reference in contemporary luxury jewelry, renowned for its universal aesthetic and powerful storytelling.

MISSION

To create exceptional luxury jewelry that celebrates global beauty and feminine power, transcending cultures and time.

BRAND ESSENCE

Aspirational Luxury · Rarity · Excellence ·
Heritage · Emotion

MARKET CONTEXT

The Luxury Jewelry Market Today

The global luxury jewelry market is experiencing sustained growth, driven by:

- The rise of women with high purchasing power
- A growing demand for meaningful, identity-driven products
- The expansion of experiential and emotional luxury

Elite Collection is positioned at the intersection of storytelling, symbolism, and prestige



PRODUCT STRATEGY

Artistic Direction

A dedicated jewelry artistic direction ensures aesthetic consistency, creative excellence, and immediate recognition of signature designs.

Creative DNA

Iconic jewelry · Controlled expansions ·
Timeless elegance

ELITE COLLECTIONS

Signature Collections

- World Queens
- Goddesses of the World
- Elite Heritage
- Eternal Power

Each collection honors exceptional femininity, culture, and legacy through symbolic creations



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MATERIALS & EXCLUSIVITY

Precious Materials

18k Gold (yellow, white, rose)
Solid silver · Platinum · High-end
vermeil
Certified diamonds, sapphires, rubies,
emeralds

Added value

- Limited and numbered editions
- Certificate of authenticity
- Individual storytelling for each piece



PRODUCT SCALING

Premium Growth Strategy

Phase 1

10 to 15 iconic signature pieces

Phase 2

Full category expansion: rings, necklaces,
bracelets, earrings

Phase 3

Annual Heritage collections

A controlled scaling strategy built on
exclusivity and symbolism.

MARKETING & COMMUNICATION

Global Casting

International ambassadors and models representing every continent.

Premium Content

- Cinematic brand films
- High jewelry & couture editorials
- Timeless artistic portraits
- Annual Heritage campaigns



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DISTRIBUTION

Phase 1 - Selective Distribution

Luxury e-boutique, Private showroom by appointment, Experiential concept stores

Phase 2 - Luxury Capitals

Paris - London - Milan - New York
Dubai - Shanghai - Seoul - Los Angeles
Monaco - New Delhi

Phase 3 - Global Expansion

Elite Boutiques - VIP retail spaces -
International airports

ELITE CLIENT EXPERIENCE

A signature experience

- Personalized welcome
- Ultra-luxury packaging
- Concierge service
- Elite Circle membership
- Co-creation of collections and campaigns

Each purchase becomes a ceremonial and memorable experience.



FINANCIAL SCALING

Launch Budget - Phase 1

Estimated total investment: €1.4M – €2.7M
Design · Production · Branding · Shoots ·
Marketing · Pilot retail locations

Funding Sources

Equity · Private investors · Luxury
partnerships · VIP pre-sales



GROWTH STRATEGY & KPIs

3-5 Growth Drivers

- Bespoke high jewelry
- Thematic capsule collections
- International private sales
- Artistic exhibitions
- Ultra-selective licensing
- Digital innovations (NFTs, digital certificates)

Key KPIs

- Average order value above €3,500
- VIP client repurchase rate
- Media value generated
- Number of countries covered
- Waiting lists for limited editions



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