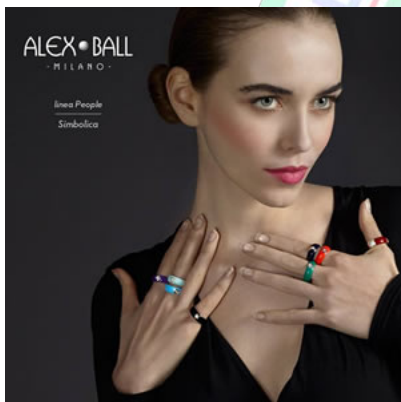


ALEX°BALL Milano  
794AL prodotto in Italia da Guerci & Pallavidini srl  
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ALEX • BALL  
- M I L A N O -

## COMPANY'S CLAIM: PRECIOUS ARTWORKS OF ITALIAN EXCELLENCE

Business type: Manufacturing of gold and diamonds masterpieces  
Main products: Rings  
Pendants  
Earrings  
Necklaces  
Bracelets  
Chokers  
Location: Valenza (Alessandria) - Piemonte  
Founded: 1957 (In August 2017 we'll celebrate our 60th anniversary)  
Short description: Italian company that operates in the manufacturing of luxury entirely handmade wearable artwork. Our experienced goldsmiths create precious and timeless objects with care and experience.



### THE COMPANY

ALEX ° BALL is an Italian excellence company that operates in the luxury sector and manufactures entirely handmade artwork. Experienced goldsmith craftsmen create, with care and experience, precious and timeless objects for life.

ALEX ° BALL Milano has invented something new in Italian excellence, its masterpieces are magical and charming and rotate around the shape of the ball as the dominant theme of all collections. The sphere has always been a symbol of perfection, enchantment and playfulness. It represents the origin of the world and is destined to be a timeless shape

The brand originates from the first part of the name and surname of the founder, **Alessandro Pallavidini** (palla in Italian means sphere). With great creativity he has interpreted the desires of women seeking an alternative, unmistakable and feminine product. The care of detail and craftsmanship are the strengths of the company, which certifies that every product is strictly Made in Italy 100%.

The Italian Excellence business strategy is organized on two fronts:

- the distribution of the **ALEX ° BALL Milano** brand through the opening of single-brand stores in luxury resorts, such as the existing boutiques in **Courmayeur-Mont Blanc**, **Ischia** and **Forte Village-Sardinia**;
- the wholesale **Guerci Pallavidini**, the world's top-rated wholesaler, chosen by the largest goldsmiths brands (our solitaire diamonds are the most imitated in the world).

### COMPANY'S HISTORY

In 1957, Luigi Guerci and Dario Pallavidini laid the foundations for the **Guerci & Pallavidini** Company that through the years has become a reference point for those who search for high quality in the Goldsmith sector.

Specialized in the production of mounts, they confirmed the fact that they were leaders in their segment of the market.

In 1993, today's actual general director and unique partner, Alessandro Pallavidini, joined the company who has activated his commercial renovation and expansion endeavor.

In 2003, The revolutionary idea of **ALEX°BALL** was born, a collection with a unique and modern design. In 2014, ALEX°BALL Milano evolved into a mono brand with three collection lines: the first was extremely precious and sought-after with gold and diamonds, the second was of spectacular design realized with simple-to-wear materials, and the third was classic, where the diamonds were exalted from our Guerci Pallavidini mounts.

In 2015, in Courmayeur, the first mono brand store was inaugurated, a starting point of the development of a chain of the most beautiful Italian touristic locations.

## PRODUCTS OF EXCELLENCE

All collections are the result of Italian ingenuity and ALEX ° BALL Milano can be considered a precursor of fashion and a tireless research and development. Many trends have been launched on the market by the Milanese fashion designer.

The peculiarity of the brand are two lines of mirror design:

- the main line made in the three-color 18k gold, diamonds, precious stones, Japanese, Australian and high quality Tahiti pearls, precious or semi-precious stones of excellent quality.
- the people's line whose design is identical to the Main, but developed in 925 silver, details in 18k gold and diamonds, enamels, natural hard stones, leather lanyards.



### PALLACHEGIRA

The theme of the collection is a rotating sphere, a natural pearl or stone that moves inside a gold disc enhanced with diamonds or other precious stones. This is an invention that, besides expressing creativity and innovation, gives motion and playfulness to an object with an essential design. The collection includes pendants with adjustable chains, rings, necklaces and bracelets available in three colors of gold and in different versions of precious gemstones.

### PRIMITIVA

This collection takes us to a dreamy and exotic setting. Around the constant theme of the sphere, the lead characters are primordial and wild animals such as the snake, the gecko, the parrot, or the symbols of freedom and evasion from the chaotic world and daily routines such as the butterfly and the fish. Fauna and flora are transformed into precious and very glamorous objects. The pendants are worn with long chains, while the rings are generally embracing and sensual.





## COLOSSEO

This diamond-studded bracelet has many lines of diamonds of increasing size.

This art work is landmark inspired. The Colosseum becomes a glossy and satin white gold bracelet embedded in high carat diamonds. A unique piece for special life occasions or for investment and collection.

## SIMBOLICA PEOPLE

Is an iconic collection of ALEX°BALL Milano, another invention of the imaginative mind of the stylist where simple symbols such as heart, star, moon, flower, etc. are applied on enameled balls and products in both gold and silver. The collection is entirely developed in all its categories: bracelets, pendants, earrings, necklaces, rings and each symbol is matched with an enamel color. The pendants are made with either chaining or hand-sewn leather cord, thus obtaining a top-of-the-range product. Simbolica is suitable for those who care about the color matching of their outfit accessories.



## CONTACTS

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<http://www.alexball.it/contatti-it.html#contatti-1>

International promotion: <https://madforitaly.net/alex-ball>

