

AMI GIOIELLI

Italian handmade jewelry.

Ami means love.

ABOUT AMI

AMI is an Italian contemporary jewelry brand founded in 2020, born from the meeting of a long-standing family goldsmithing tradition and a fresh, modern vision.

Chiara and Andrea grew up immersed in the world of Italian goldsmithing, surrounded by the knowledge, craftsmanship, and values passed down through generations. In 2020, they chose to transform this heritage into something new: a jewelry brand that brings traditional expertise into the present through a clean, essential, and contemporary aesthetic.

AMI is a new expression of an old craft, where generations of Italian craftsmanship meet a new generation's vision of jewelry.



THE STORY OF AMI

The story of AMI begins in 1980, when Abele, a skilled goldsmith, founded Abele Ore d'Oro — a workshop where precious metals were transformed into unique pieces of jewelry.

Over the years, he passed his knowledge, craftsmanship, and passion to his children, Chiara and Andrea. Growing up within the family business, they developed a deep connection with the craft and a desire to carry its heritage into the future.

In 2020, this vision gave birth to AMI: a new expression of Italian goldsmithing, where generations of craftsmanship meet contemporary design, modern shapes, and the evolving language of jewelry.

AMI is where a family tradition continues, reinterpreted for a new generation.



AMI'S IDENTITY

AMI's identity is deeply rooted in Italian culture and craftsmanship. The family's goldsmithing tradition dates back to the 1980s, a defining era for Italian craftsmanship and design.

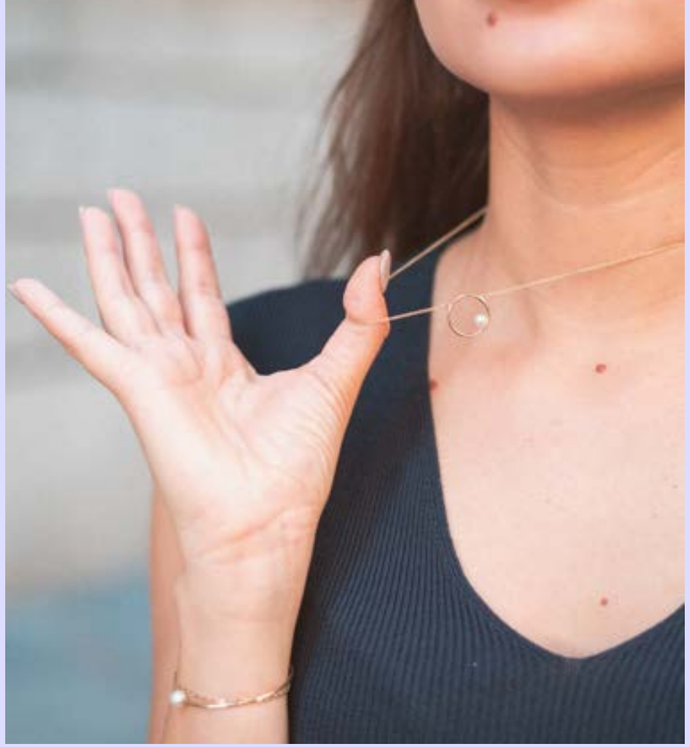
Every AMI piece is born from the balance of original design, meticulous attention to quality, and thoughtful selection of materials. The result is an authentic expression of Made in Italy, where a heritage passed down through generations is reimagined through a contemporary vision.

Tradition, reinterpreted by a new generation.



THE NEW FACE OF ITALIAN JEWELRY





Rooted in generations of Italian craftsmanship, AMI reinterprets its heritage through a fresh, contemporary vision — creating jewelry that feels distinctly Italian, yet made for today.

Minimal
Contemporary
Versatile
Distinctive

AMI jewelry is designed for everyday life: effortless to wear, easy to combine, and made to become a natural part of the stories, moments, and personal style of those who wear it.



THE PRODUCT

The AMI collection explores the diverse expressions of contemporary jewelry, from refined, minimalist designs to distinctive pieces enriched with pearls and natural stones.

Designed to move effortlessly from one moment to the next, each piece can be worn alone, combined, or layered, creating a versatile and cohesive collection that invites personal expression.

Explore a selection of AMI's signature pieces and defining designs.



Rings











Bracelets











Necklaces







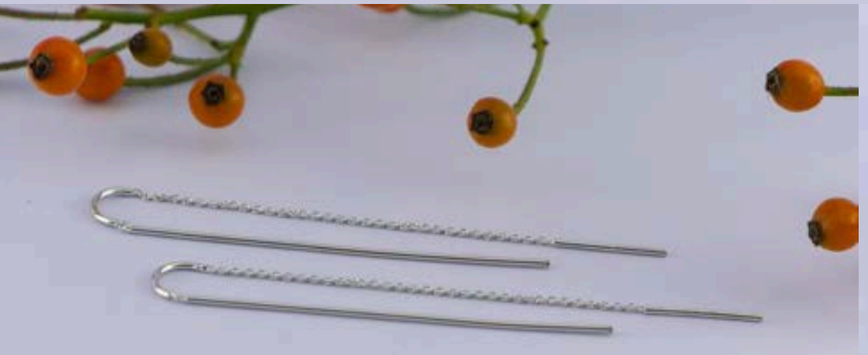




Earrings









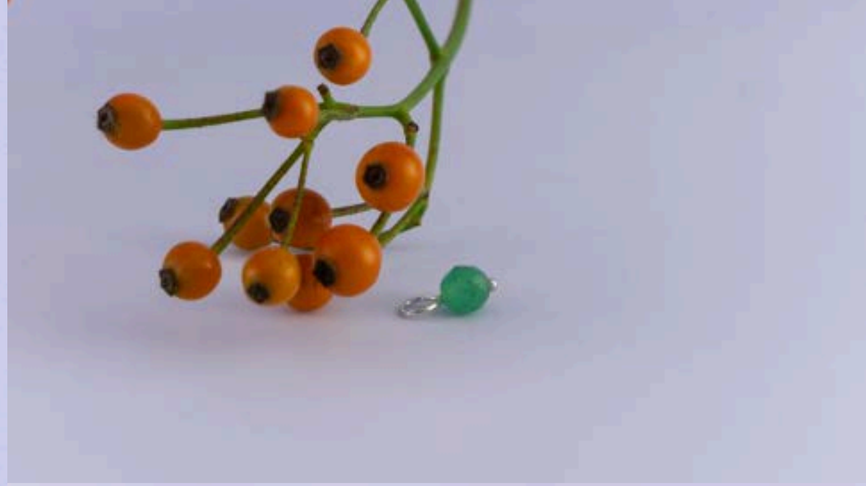


Anklets



Charms











MATERIALS & COLORS

The AMI collection explores a refined range of contemporary jewelry, crafted in 9K and 18K gold and complemented by natural stones, pearls, and zirconia.

Available in:

YELLOW GOLD
ROSE GOLD
WHITE GOLD



WHY AMI

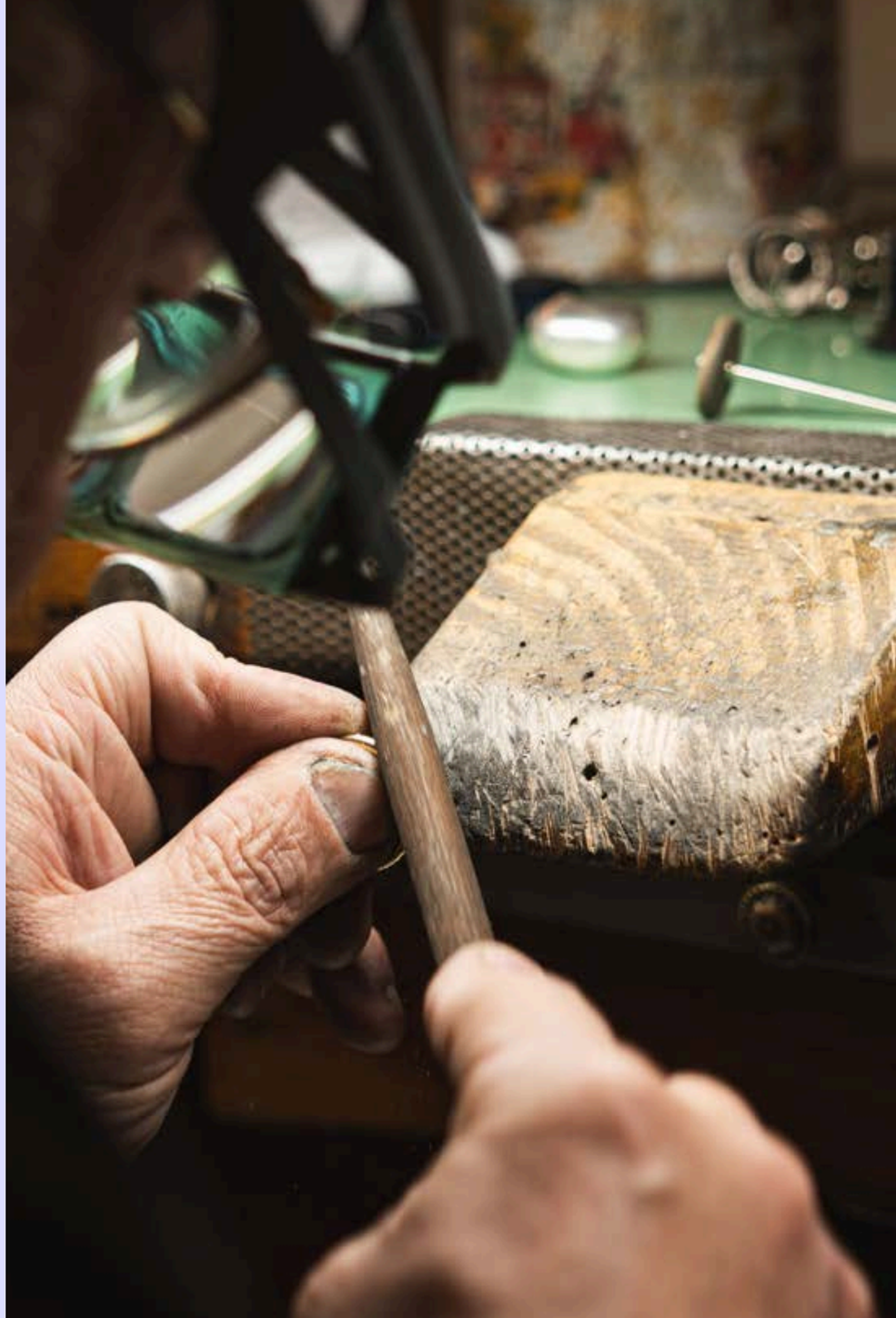
01 — Made in Italy
AMI is rooted in the authentic tradition of Italian goldsmithing, with family heritage dating back to 1982.

02 — Craftsmanship
Born from a family of goldsmiths, AMI combines generations of expertise with a continued commitment to quality, precision, and craftsmanship.

03 — Contemporary Design
Traditional craftsmanship is reinterpreted through a clean, modern aesthetic, creating jewelry that feels timeless yet distinctly contemporary.

04 — Versatility
A diverse range of styles and categories allows retailers to build a complete, cohesive AMI assortment designed to meet different tastes and occasions.

05 — Designed to Layer
Many AMI pieces are designed to be worn individually or combined and layered, encouraging personal expression while creating natural opportunities for multiple purchases.



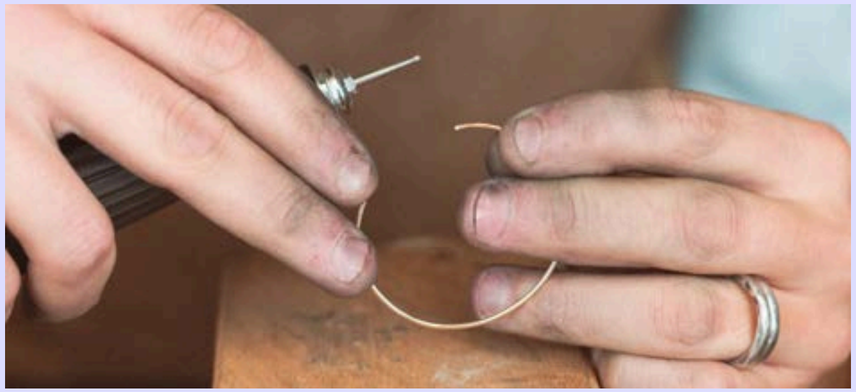
AMI FOR RETAILERS



An Italian contemporary jewelry brand with a heritage to share, AMI offers retailers more than a product — it offers a story.

A family story rooted in Italian goldsmithing since 1980. A story of craftsmanship passed down through generations. And a new generation choosing to reinterpret that heritage through a contemporary vision.

AMI brings together the authenticity of Italian craftsmanship and the language of modern jewelry, creating a collection with a distinctive identity and a story customers can connect with.





HOW TO TELL AMI'S STORY

1. Tell the story, not just the product: link it to AMI's values and the customer's own style.

2. An Italian Story: "AMI is an Italian jewelry brand born from a family of goldsmiths since the 1980s."

3. Name Meaning: "AMI means 'love' - is jewelry tied to the people and moments we cherish." Gives an emotional hook customers remember and share.

4. The aesthetic: "AMI reinterprets Italian goldsmithing through a clean, contemporary design for a new generation."

5. Make It Personal: "Wear each piece your way: alone, combined, or layered." Shift focus from the product to how they'll wear it.

6. Next Purchase: "This works beautifully alone, but layered with this one, it's a whole new look." Always suggest a complementary second piece.

7. AMI's Formula: Story → emotion → personalization → next piece.



AMI IN THE INTERNATIONAL MARKET

A distinctive proposition for international retailers
AMI offers international retailers the opportunity to introduce a distinctive Italian jewelry brand with a clear identity, strong craftsmanship heritage, and contemporary appeal.

Its Made in Italy origin is more than a point of provenance. It is part of the brand's value — bringing the authenticity of Italian goldsmithing, family craftsmanship, and contemporary design to customers who appreciate jewelry with a story and a distinctive point of view.

For the American market, AMI can be positioned around four key values:

ITALIAN Authentic Italian heritage and goldsmithing tradition.

CRAFTED Family craftsmanship and attention to detail, with each piece carrying the value of the hands behind it.

CONTEMPORARY A modern, refined aesthetic that makes Italian craftsmanship relevant to a new generation.

PERSONAL Jewelry designed to be worn, combined, layered, and made your own: creating an emotional connection beyond the product itself.



BRAND DETAILS

BRAND	AMI Gioielli
FOUNDED	2020
FOUNDERS	Chiara and Andrea
FAMILY GOLDSMITHING HERITAGE	1980
COUNTRY	Italy
CATEGORIES	Rings, bracelets, necklaces, earrings, anklets, charms
MATERIALS	Gold, natural stones, pearls, zirconia, depending on the design
GOLD COLORS	Yellow, rose, white
POSITIONING	Italian contemporary jewelry
VALUES	Craftsmanship, innovation, family, love, femininity
CLAIM	“Ami means love. We Ami You.”



CONTACTS

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Instagram: @ami.gioielli

AMI MEANS LOVE.
WE AMI YOU.