

GIOVANNI FERRARIS

COMPANY PROFILE

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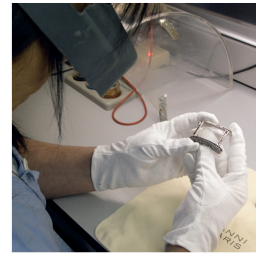
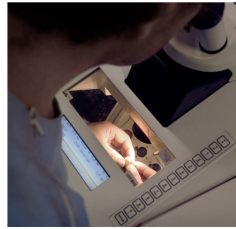
"I believe that the strength of our company is in the great energy and efficiency which can be obtained only with the union of the group like a single compact organism. Each of us, participating, has a fundamental and decisive role in the journey we started towards the unreachable perfection and for this he is appreciated and enhanced." (Giovanni Ferraris)

After having learned the art craft of goldsmith with passion, Giovanni Ferraris decided to dedicate himself to the development and production of his ideas, therefore in 1985 he founded his own company. It is not surprising that he chose to establish his factory in San Salvatore, surrounded by the lovely hills of the Monferrato near Valenza, where 80% of the Italian jewellery manufacturers are established: on one hand there is the business environment and the comparison with the business colleagues which is continuously stimulating and improving the efficiency of the productivity as a base in order to maintain and increase the growth and the quality level, on the other hand, the beautiful nature and the incredible historic culture of Italy offer unlimited hints for emotion and creativity.

At the beginning Giovanni Ferraris got specialized in the production of jewel watches, an activity which requires very high technical skills and allows him to evolve the capacities and technologies. Afterwards he shifted his abilities to the jewellery, still maintaining his love and passion for the watches. The continuous investment of Giovanni Ferraris in the experimentation and in the research and innovation, together with an excellent professionalism at all levels of the line, allow him to pay an extreme attention to the slightest detail starting from the project and the production, all completely made internally in the factory of San Salvatore Monferrato, and to take creative steps which otherwise would not be possible to take. Behind every creation signed by Giovanni Ferraris, there are the brain and the heart, that is, the latest technology applied to the artisanal handcraft, without letting the robotization taking over on the "hand-made".

Giovanni Ferraris is still convinced that having a complete internal production allows to find always new solutions and an accurate follow-up in order to maintain the high quality level. In this way, i.e., producing at the top level of the "made in Italy" and offering an excellent pre and post sale service, even the most demanding customer can only acknowledge the high value of the Giovanni Ferraris jewellery and watches.

The communication and the dialogue as well internally as with the direct contact to the customer allow Giovanni Ferraris and his staff to understand, study, interpret and satisfy the requests of the market as well as to stimulate the development of new trends on a worldwide level.





"We feel proud to have been born and grown up in this marvellous and inimitable Italy. The history, the culture and the art we live in every day and which surrounds us in every moment of our life are part of us, are part our way of life and of our way to look at things and to perceive the forms, colours and emotions. Also our work is of course permeated of this magic atmosphere so that in every single jewel piece we are producing in this unique laboratory there is a concentrated distillation of our wonderful Italy." (Giovanni Ferraris)

www.ferraris.it