

# HONG KONG JEWELLERY

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## Italian coral - tradition and heritage 意大利珊瑚：傳統與傳承

Though today precious coral mostly comes from Hawaii, coastal Japan, the Mediterranean sea, the Red Sea, and even all around the world, Italy is considered the centre of coral jewellery making worldwide. Major workshops of coral jewelry have been located here from the ancient time. Coral embraces Italian history, culture, creativity and craftsmanship. Carving strong cultural, symbolic and traditional values, coral jewellery from Italy has been highly recognized by consumers in the world especially in Asia.



Tom del Greco, a city near Naples, has been the top coral trading centre for over 200 years, offering the best quality of coral jewelry globally with high quality. **De Simone Fratelli srl**, a family-run company specialised in making coral jewellery based in the city where the company selects raw materials, designs and makes jewelry.

apies to grow without being sight of its past traditions. Over 150 years, the company has devoted to the careful selection of natural raw materials for making the highest-quality coral jewelry.

Fragmenta De Simone, the fourth generation of the family, led Hong Kong Jewellery: "We only select the best materials. Only in this way can we guarantee the quality of our products and sustain our company's status in Italy and in the globe. Coral, a natural organic gemstone from the ocean, is becoming rarer and rarer. It is significant for us to become the best source of quality materials."

De Simone Fratelli set sources coral around the world depending on its size, colour, ripeness, texture and feature. According to her, in order to show jewelry without wasting it, she has mastered polishing technique at the factory in Torre del Greco, the De Simone family creates their own distinctive coral jewellery by focusing on the unique character of each creation. "Coral is considered the worlds' unique jewel that carries multi-faceted values. One of the aspects is that coral has a biological life before it is crafted into jewelry. It is the embodiment of



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He added that currently the Italian coral jewellery is introduced, distributed and distributed through individual companies and Assocool. Despite the ever-changing global trends, the history and values inherited in Italian coral jewelry are eternal.

**Le Simone Fratelli** was established by three young women from Italy, wishing to revive the spirit and essence of a local Renaissance workshop. Taking inspirations from various styles of the Italian ancient goldsmith art at different periods, they draw on the ancient technique of Roman-Mosaic Master or mosaicism, an 18th century miniaturised evolution of the ancient art of mosaic. Their exclusive creation, The Mosaicism, combining with red coral and any green gem cut together with different design patterns. It is a contemporary and artistic reinterpretation of the past.

to be a guardian of ancient Italian art and reintroduce them to the modern world. We love the colour, shades and types of red coral. We introduced a coral jewelry line two years ago to meet the global demands especially from Japan, Korea and China."

To bring more awareness to the features of Italian coral jewellery, Assocool has organised events and projects which focus on the protection of coral, quality certification, and the



Assocool has set up with Italian Coral Jewelry Association (ICJA) and Italian Coral Jewelry Association (ICJA) to promote the Italian coral jewelry industry. The association aims to protect the coral resources and promote the Italian coral jewelry industry.

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unique value of the craftsmanship. Tommaso Mazza expressed: "We organize events to educate our clients and have received support from the audience. We expect to them that the source materials of coral jewelry is

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