

COSCIA

LA VERA PERLA DAL 1919

COMPANY PROFILE 2025

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C O S C I A

**Welcome to the world
of COSCIA jewellery**
where pearls, gold and diamonds
come together in timeless
works of art.

Explore the enchantment of a jewel that
embodies the essence of the sea and femininity.
Let yourself be captivated by the magnificence
of pearls.

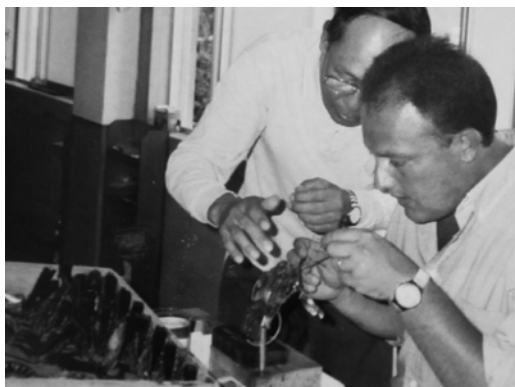
Our history

family, selection, culture

Since 1919, Coscia Gioielli has been a leader in Italian jewellery, **specialising in pearl jewellery**.

Founded in Torre del Greco, the historic cradle of coral and pearl craftsmanship, the company has successfully combined tradition and innovation, offering high-quality collections that enhance the natural beauty of pearls.

Today, with its headquarters in the modern “Il Tarì” centre in Marcianise (CE), Coscia continues to stand out for its **craftsmanship and attention to detail**, consolidating its presence on the global market.



Careful selection of raw materials and guaranteed quality.

Participation in the most important auctions, constant high-quality assortment.



In the cultured pearl business for four generations.

Values

excellence, craftsmanship, innovation

We are synonymous with excellence, a perfect balance between craftsmanship, quality and innovation. Each piece of jewellery comes to life through Italian goldsmithing expertise, with meticulous attention to detail and a careful selection of the finest pearls, to offer unique creations that express refinement and prestige.

Mission

pearls of excellence, refined products

We stand out for the creation and supply of exquisite pearl jewellery, an authentic expression of Italian craftsmanship and luxury. We aim to offer refined, high-quality products, representing a constant commitment to excellence and innovation.

Vision

modern pearl leader

We aspire to be a leading global brand in the luxury pearl jewellery sector, recognised for our constant commitment to quality, authenticity and maximum customer satisfaction. We reinterpret the pearl in a modern and contemporary key, combining innovative design and refined style to make it more versatile and suitable for everyday elegance.



C O S C I A

Our products *refinement, quality*

Coscia jewellery is designed for those seeking refinement and quality. Each creation is the result of a **careful selection of pearls**, followed by a manufacturing process that meets the **highest standards of Italian craftsmanship**.

Our collections range from timeless classics to bold contemporary designs to suit every style.



Guarantees

Each creation comes with a **certificate of authenticity**, guaranteeing the quality and origin of the pearls used.

C O S C I A

Our brand

exclusive, refined collections

Coscia offers several exclusive **collections**, ranging from **classic 18-carat gold jewellery** with Akoya, Tahitian and South Sea pearls to **more modern** and versatile **pieces** featuring freshwater pearls combined with precious and semi-precious stones. We have developed the LELUNE and GLAMOUR brands, with distinctive product lines aimed at specific target audiences.

C O S C I A

LA VERA PERLA DAL 1919

LELUNE

GIOIELLI D'AMARE

LELUNE
DIAMONDS

GLAMOUR



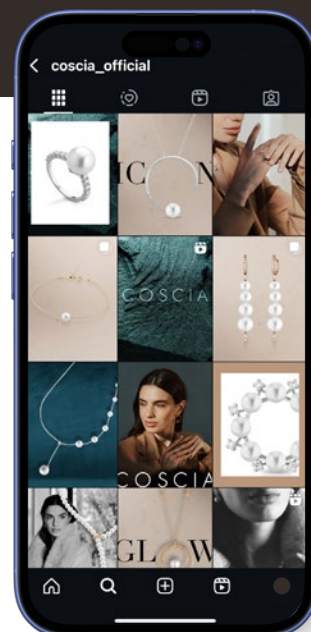
COSCIA

LA VERA PERLA DAL 1919



Jewellery featuring Japanese Akoya pearls, Australian South Sea pearls and top-quality freshwater pearls, with classic, timeless designs, set with 18-carat gold and natural diamonds.

 Jewellery 100%
MADE IN ITALY



C O S C I A



Coscia

Everyday elegance

A timeless collection with an essential style. The BASIC line is the heart of COSCIA's offering: a timeless collection perfect for daywear. With essential designs, it features Freshwater Akoya pearls from Australia and Tahiti and an elegant, accessible style that is always recognisable.

Key selling points:

- Best seller for everyday use
- Consistent quality and versatile styling
- Rapid restocking and continuous sell-out

Ideal target: women who desire discreet, elegant jewellery to wear every day.

Positioning: classic – understated, chic – refined, always contemporary.



Coscia Couture

Jewelry for the spotlight

Evening and formal jewellery. Spectacular designs, selected pearls and precious materials for an exclusive clientele.

Key selling points:

- High visual impact
- Significant volumes and tailored workmanship
- Ideal for special capsules and events

Ideal target: customers looking for iconic jewellery for ceremonies or unique occasions.

Positioning: high-end – sophisticated, theatrical, exclusive.



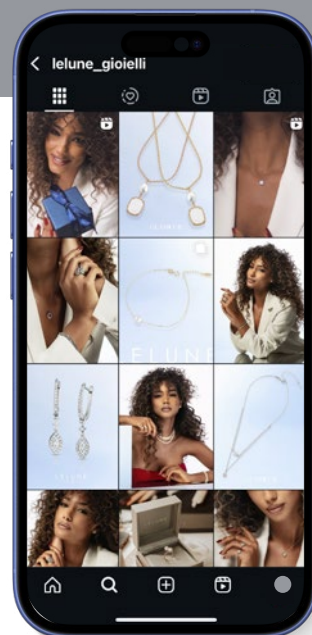
LELUNE

GIOIELLI D'AMARE



Everyday pearl jewellery, simple and traditional design, exclusively with freshwater pearls in 18-carat gold.

 Jewellery 100%
MADE IN ITALY



LELUNE

DIAMONDS



Basic proposals in 18-carat gold and small diamonds. Simple and timeless design, as pleasing as classic diamond studs.

 Jewellery 100%
MADE IN ITALY



LELUNE

LELUNE
GIOIELLI D'AMARE

Pearls with a Twist

A language that blends classic and contemporary styles with a cosmopolitan touch to reinterpret pearls. Feminine and refined design.

Freshwater pearls, gold and precious stones give life to a sophisticated collection, designed for contemporary boutiques and evolving jewellers.

Key selling points:

- Strong visual identity
- Modular collection for seasonal storytelling
- Excellent margins for retailers

Ideal target: Elegant but unconventional women who care about style.

Positioning: contemporary luxury – pearls as a fashion accessory.



LELUNE
DIAMONDS

Minimal fine jewelry

18-carat gold jewellery, diamonds and precious stones in a refined and delicate style.

Key selling points:

- Clean, wearable design
- Elegant packaging, ideal for gifting
- Premium positioning with accessibility

Ideal target: young, high-spending customers, gifting and self-gifting.

Positioning: accessible fine jewellery – modern, precious, essential.

 Jewellery 100%
MADE IN ITALY

GLAMOUR



Entry-level fashion proposal with 925/000 silver, trendy, modern and dynamic design; freshwater pearls combined with semi-precious stones such as haematite, agate, onyx, aquamarine and moonstone.

  Jewellery 100%
MADE IN ITALY



GLAMOUR



GLAMOUR

Silver with character

925 silver line with semi-precious stones and baroque pearls. It generally features a deconstructed and creative aesthetic.

Key selling points:

- Distinctive and dynamic look
- Excellent entry-level brand
- Affordable price, high turnover

Ideal target: young and creative audience, ideal as a gift or treat for yourself.

Positioning: affordable fashion jewelry - spontaneous, fresh, expressive.



  Jewellery 100%
MADE IN ITALY

C O S C I A

Retailers in Italy and worldwide

our strong network

With a network of over 750 retailers in Italy and 1,100 customers worldwide, Coscia Gioielli guarantees comprehensive service and a constant supply of exclusive products. It boasts over 60 years of direct commercial relations with the East.

The company participates in major international pearl auctions, **ensuring a selection of the highest quality raw materials and continuous availability of the finest pearls.**



6 collections per year

750+ authorised retailers

1100+ clients

Over 60 YEARS
of direct trade relations
with the East

Recognised partner
of the JAPAN PEARL EXPORTER
ASSOCIATION (JPEA) and ASSOCORAL



Our sales support

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15 *Visual*

16 *Forex and display*

18 *Media kit*

19 *Dealer training*

20 *Customer loyalty rewards*

Our sales support

A dedicated team provides ongoing support to retailers, from training to sales and after-sales management. We also provide a range of useful materials for in-store sales and for advertising our jewellery online and offline:



Vetrofanie

Display

Sales manual

Visual Identity Manual

Company profile

Social media material for posts and stories

Bench brochure

Shopper bags

Warranty certificate

Packaging

Customisation of advertising signs



Our sales support *visual*

Our experts regularly develop display and presentation materials that showcase jewellery in-store and for delivery to customers.

These displays are carefully designed and functional, created to highlight the jewellery and offer an engaging shopping experience.



Packaging



The refined and eco-friendly packaging is designed to showcase each piece of jewellery to its best advantage and make it a unique gift.

Our sales support

Forex and display

The perfect support for in-store sales: promotional materials for shop displays, with eye-catching window signs and Forex panels.



Exhibitors

COSCIA pays constant attention to and supervises brand communication in order to support and strengthen its image at the point of sale.

COSCIA



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Our sales support

media kit

We provide a comprehensive media kit complete with photos, videos and up-to-date promotional content, ideal for supporting local and online communication.

Brand guides for the various brands, logos, social media posts, press kits and window display manuals.



Our sales support

training for retailers

We offer training **programmes dedicated to our retailers**, both in person and online.

The courses cover topics such as the characteristics of pearls, the value of Italian craftsmanship, sales techniques and brand storytelling. This allows each partner to become a true ambassador for the world of Coscia, conveying to end customers the passion and know-how that sets our company apart.



Our sales support

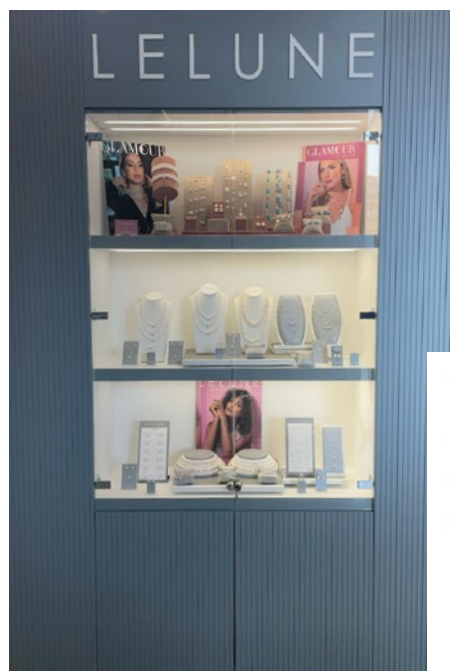
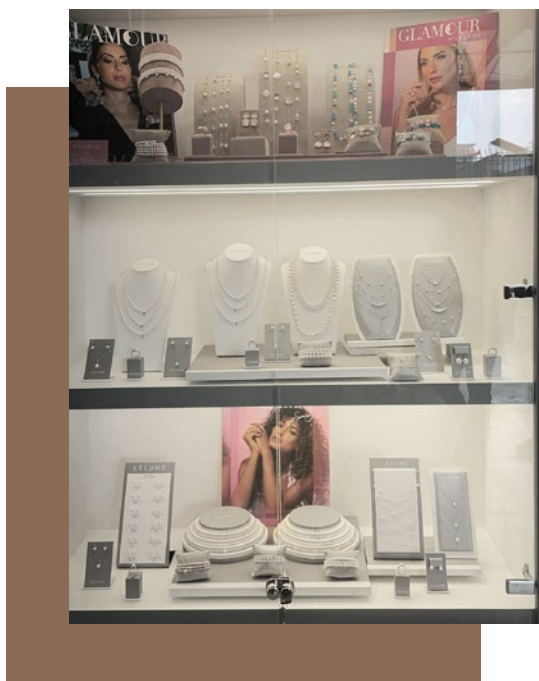
our furniture

Does our jewellery play an important role in your shop? We are happy to help you set up a **branded corner** tailored to your needs. Jewellery is a symbol of luxury, and even the furnishings of a jewellery shop must reflect its refinement, taste and elegance.

The COSCIA and LELUNE furniture collections meet two fundamental criteria:

- **Elegance**, to convey the same exclusivity and class as jewellery;
- **Safety**, thanks to display cases designed to combine aesthetics and durability.

Our goal is to create a captivating atmosphere that showcases the products on display to their best advantage, using visual marketing strategies.



C O S C I A

Our sales support

customer loyalty rewards

With a view to pursuing a policy increasingly focused on **customer loyalty** and strengthening our partnerships, through the involvement of all the lines we offer, we have decided to reward our most loyal customers with an **educational trip**.



Media and campaigns

22 *Digital*

23 *Social media*

24 *Brand ambassador*

25 *Offline campaign*

Railway stations

Partnership MSC

LELUNE day

C O S C I A

Media and campaigns

digital

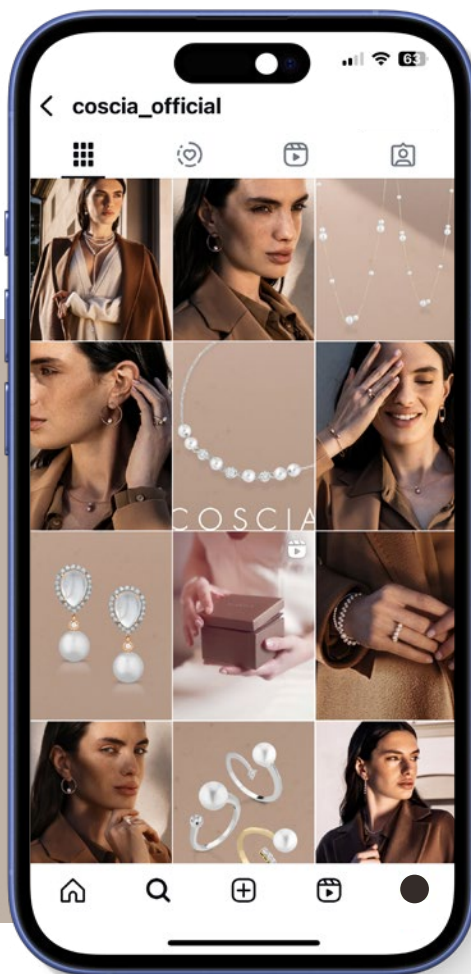
The company maintains a strong digital presence through its official social media channels, with an active and ever-growing community.



Media and campaigns

social media

Our presence on Facebook, Instagram and other digital platforms allows us to **reach over 21 million people in Italy**, strengthening brand awareness and engagement with the public.



@coscia_official
40,000 organic views
per quarter

@lelune_gioielli
over 140,000 organic views
per quarter

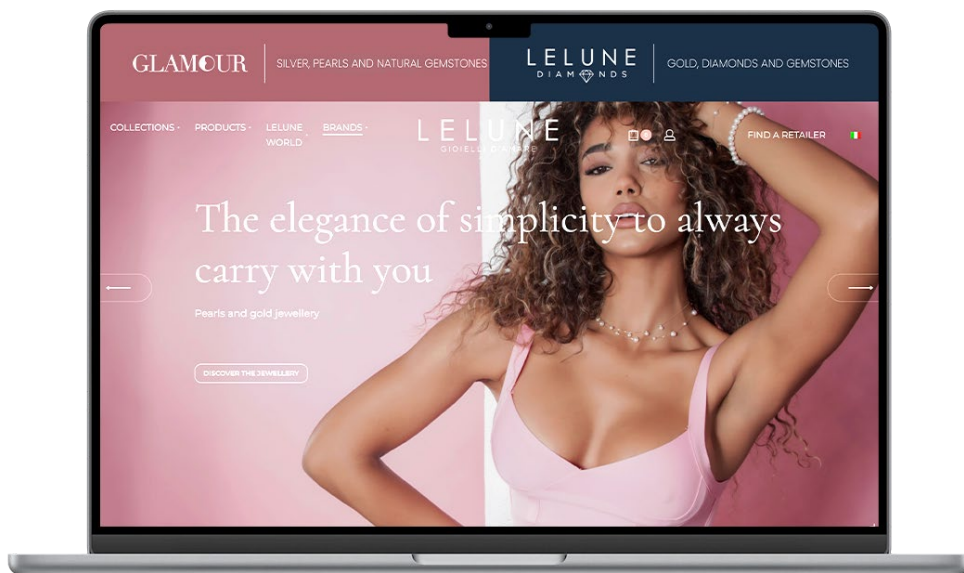
20% international
audience

C O S C I A

Media and campaigns

brand ambassador

Collaboration with influencer and spokesperson **Samira Lui**, who embodies the brand's values and style, increasing engagement and brand loyalty.



Media and campaigns

offline



Coscia constantly invests in promoting the brand through various communication strategies.

Advertising campaigns have involved television media, billboards and strategic partnerships, **ensuring international visibility for the brand.**

C O S C I A
LA VERA PERLA DAL 1919

x

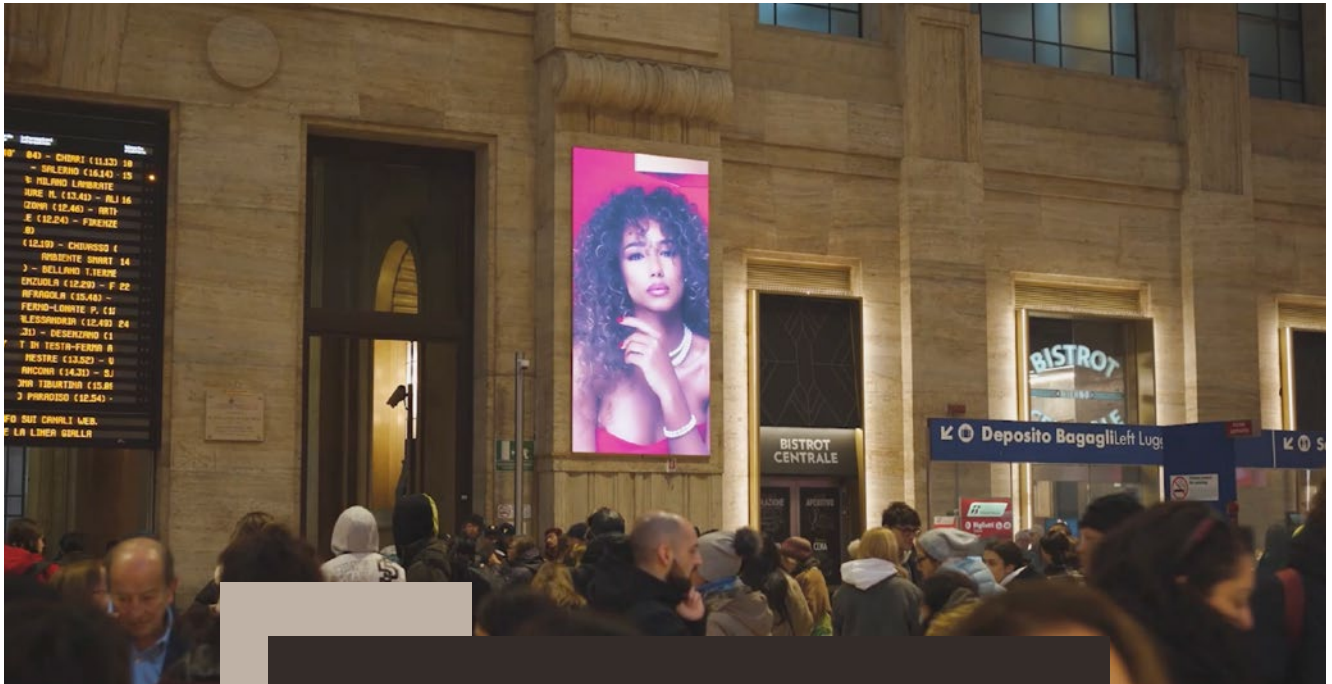


A prestigious collaboration that brings the brand aboard MSC cruise ships, promoting Italian excellence around the world.

C O S C I A
present on 4 MSC Cruises

GLAMOUR
present on 17 MSC Cruises





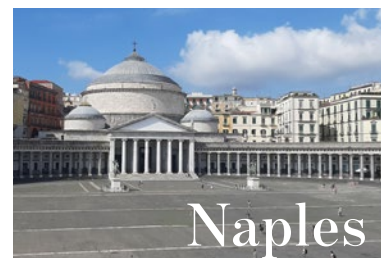
Major stations



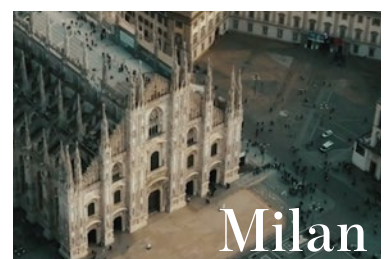
Strategic billboards in major Italian railway stations: Rome, Milan and Naples during the Christmas holiday period.



Rome



Naples



Milan



C O S C I A



Billboards posters

6x3 metre billboards, positioned in strategic locations throughout cities, to amplify the brand's presence evenly across the country.



Media and campaigns *offline*



LELUNE day

An exclusive event dedicated to customers and fans of the brand, LELUNE Day celebrates the art of pearl jewellery with previews of collections, special promotions and opportunities to meet Coscia designers and artisans.



C O S C I A

Trade fairs and events

regular appointments

Coscia participates in the most important trade fairs in the sector, such as VicenzaOro, Hong Kong Jewellery & Gem Fair and other local events.

These are opportunities **to meet new partners, strengthen commercial ties and preview new collections.**



C O S C I A

LA VERA PERLA DAL 1919

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