

# COSCIA

LA VERA PERLA DAL 1919

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**COMPANY PROFILE 2025**

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**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.

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# 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*

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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*

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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*

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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.



# 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.

# 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.

**COSCIA**  
LA VERA PERLA DAL 1919

**LELUNE**  
GIOIELLI D'AMARE

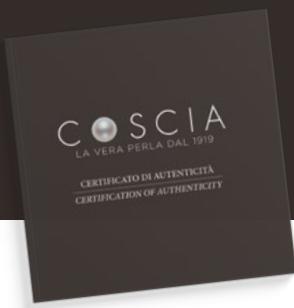
**LELUNE**  
DIAMONDS

**GLAMOUR**



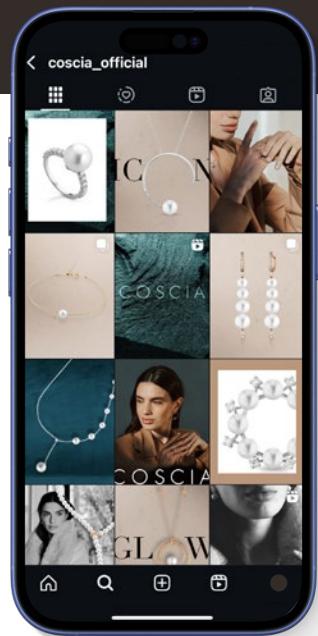
# COSCIA

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





## 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 chic - understated, 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.

 Jewellery 100%  
**MADE IN ITALY**

# 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/°°° 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**



# 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*

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19 *Dealer training*

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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*

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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**

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



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## 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



C O S C I A

# Our sales support

## *media kit*

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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.

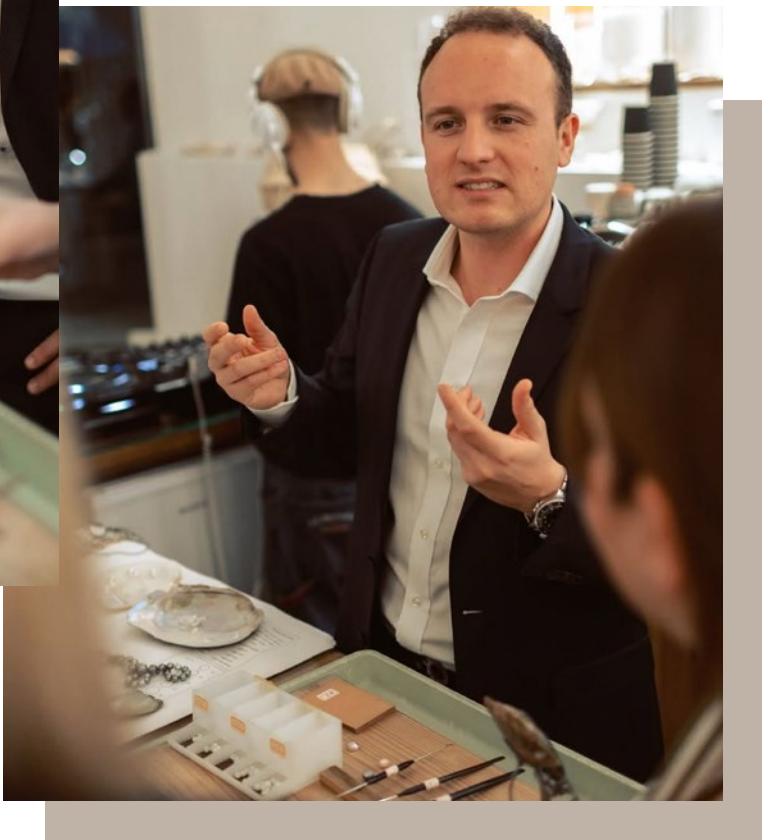
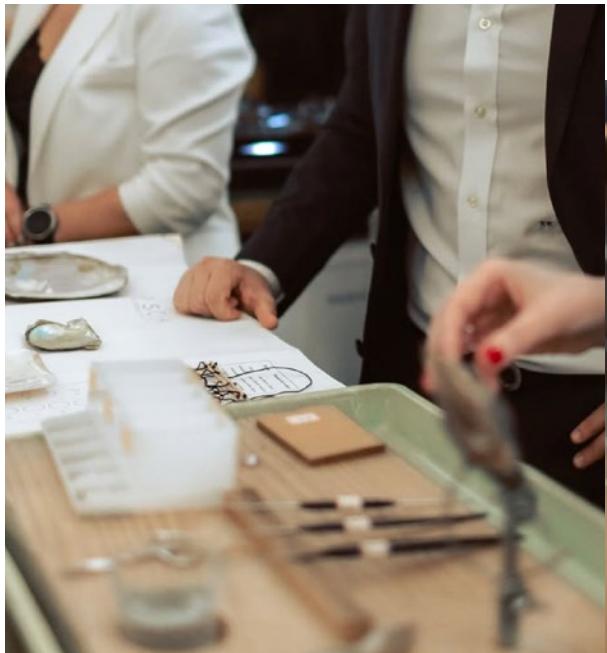


## Our sales support *training for retailers*

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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

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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.



# 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 compaigns

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23 *Social media*

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24 *Brand ambassador*

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25 *Offline campaign*

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*Railway stations*

*Partnership MSC*

*LELUNE day*

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# Media and campaigns

## *digital*

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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

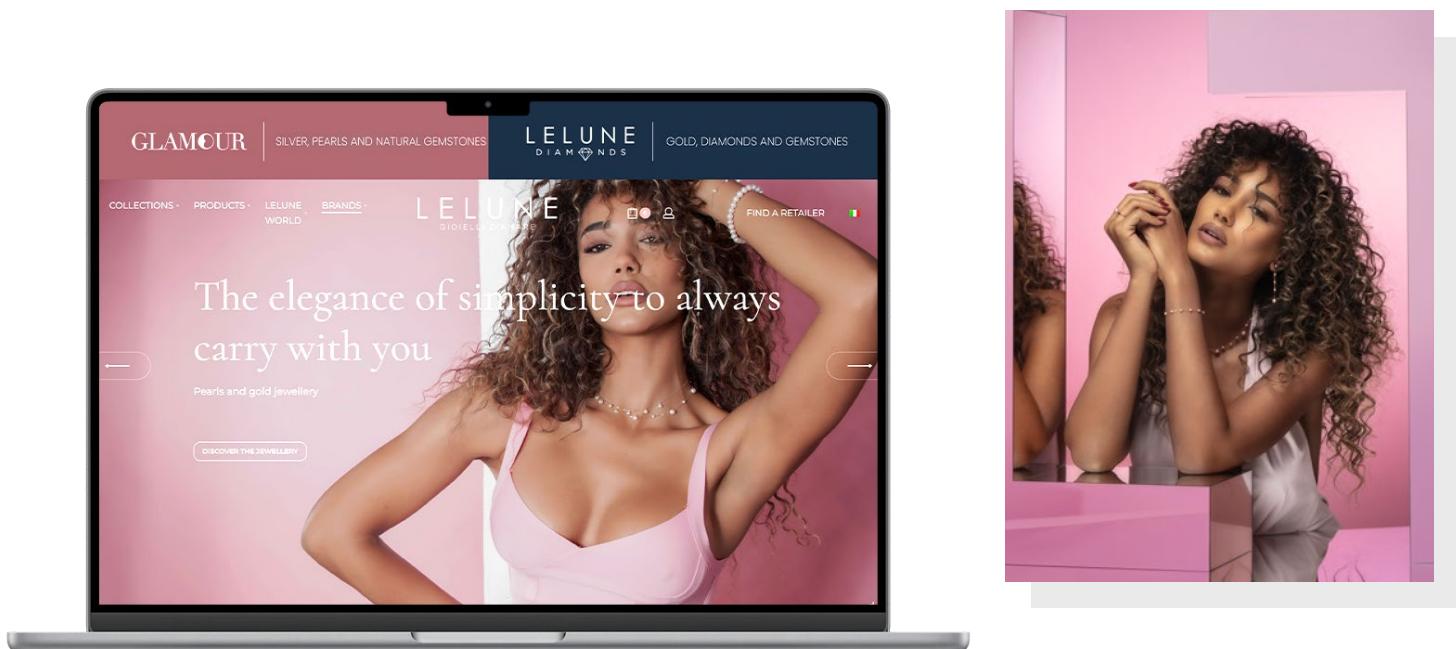
**@lelune\_gioielli**  
over 140,000 organic views  
per quarter

**20%** international  
audience

# 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.**

COSCIA  
LA VERA PERLA DAL 1919

x

MSC  
CROCIERE

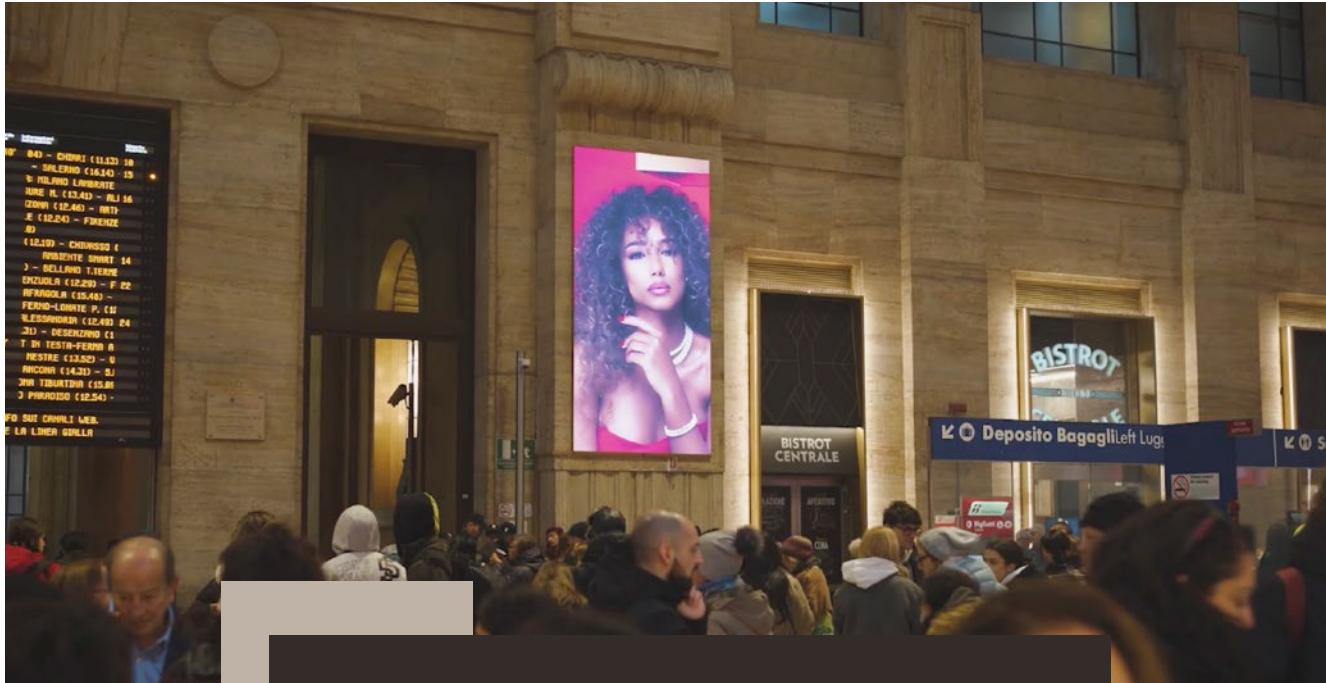
A prestigious collaboration that brings the brand aboard MSC cruise ships, promoting Italian excellence around the world.



COSCIA  
present on 4 MSC Cruises

GLAMOUR  
present on 17 MSC Cruises

# COSCIA



## Major stations



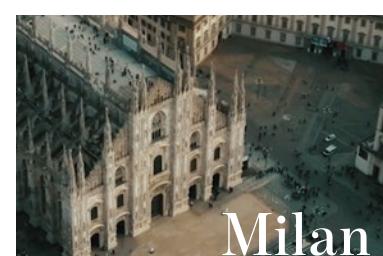
Strategic billboards in major Italian railway stations: Rome, Milan and Naples during the Christmas holiday period.



Rome



Naples



Milan



## 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.

COSCIA

# 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.**



ilTARÌ

VO  
vicenzaoro

JEWELLERY & GEM  
WORLD HONG KONG



# COSCIA

LA VERA PERLA DAL 1919

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@coscia\_official @lelune\_gioielli

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**Centro Orafo IL TARÌ**  
Zona A.S.I. Sud Marcianise (Ce)

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