

# LA PRIMA GIOIELLI

COMPANY PROFILE



# The story we wear

## **A new language of luxury**

La Prima Gioielli is where Italian heritage meets bold emotion. Born in Vicenza and carried by three generations, we reimagine jewelry with fresh vision and instinctive creativity.

Born from a deep-rooted family tradition, it has been reimaged by siblings Jessica and Jason Arfa, who bring bold energy and creative vision to every piece.

Each piece is handmade in Italy — alive on the skin, luminous in memory.

La Prima Gioielli — visual, emotional, unmistakably different.

# Mission

**We create more than jewelry — we create meaning.**

Through atmosphere, emotion, and storytelling, we turn every moment with LA PRIMA into something you'll remember. Not because of what you wear, but because of what you feel.

We believe in beauty made with care, in people who become part of something real, and in doing things the Italian way: with heart, with hands, and with truth.

# Vision

**To rewrite the rules of luxury with freshness, emotion and freedom.**

We believe luxury should be alive, surprising and unforgettable —not distant, not cold, not untouchable.

We believe in a kind of luxury that takes risks, that surprises, that dares to feel.

This is our vision: to stand apart even when it's not the safest choice.

We Create Emotion, We Imagine Infinity





## Pink

Why live in black and white when you can paint your world in pink? Pink is not just a color, it's a feeling. It's feminine, modern, emotional. Pink is our key visual because it reflects the Cycle of Pink, a journey where every woman truly becomes herself again — and chooses pink not because she has to, but because she wants to.

## Feathers

Feathers are part of our visual language. They invite you to slow down, to look closer, to feel. Feathers turn every jewel into a memory, and every collection into an experience to feel. They are the detail that transforms a product into a moment.

# The art of making presence

At La Prima Gioielli, creation is the soul of our promise — excellence crafted in Vicenza, the capital of Italian jewelry.

Every piece is shaped by Italian master artisans, with passion, precision, and truth. All steps live under one roof, ensuring purity, integrity, and uncompromising quality. We work only with 18K gold, natural stones, and the finest diamonds — treasures made to endure.

Rooted in heritage yet open to innovation, we blend tradition with bold creativity.

La Prima Gioielli — where emotion becomes presence, and presence becomes legacy.





## Brand values

**Italianity** : Born in Vicenza, every piece is crafted in Italy, by hand, with passion — beauty is our essence, heritage our pride.

**Family** : is trust, bonds, and belonging. For us, it means creating connections that feel real and lasting.

**Emotion** : Each jewel begins with a feeling and becomes a memory — an atmosphere that lives beyond the moment.

**Originality** : is our truth. We create with instinct and freedom, bringing to life ideas that are bold, refined, and unmistakably different.

# Cycle of pink

Birth



Rebellion







Awakening



Wholeness



-  At birth, the world wraps her in pink — the color of dreams, comfort, and beginnings.
-  As she grows, pink feels too soft, too expected — she chooses strength, freedom, and darker shades.
-  But pink returns, quietly, chosen this time — elegant, magnetic, a layer of power and tenderness.
-  When she wears it again, it is her own choice — a sign of harmony between the girl she was, the woman she is, and all the selves in between.

HEAD OFFICE

**VICENZA**

A BRAND OF UNITED GROUP INTERNATIONAL SRL  
via Luca della Robbia, 42 - 36100

VICENZA - ITALIA

TEL. +39 0444 1791049  
SalesHub@laprimagioielli.it  
www.laprimagioielli.com  
@la\_prima\_gioielli

