
DANA[®]

L'OR 9 CARATI

Company Profile

Born of a Dream, Realized with the Soul.

*A dream kept in the heart, transformed into living matter with
passionate minds and tireless spirit*



Why Dana L'Or 9 Carati is born

At a time when the price of gold has reached all-time highs, the **perception** of the value of jewelry has changed. More and more people began to feel the dream of giving or wearing real jewelry far away, as the need for a valuable yet sustainable alternative grew.

It is from this awareness that, in April 2022, Dana L'or 9 Carati was born: a brand that offers authentic, accessible and conscious gold jewelry.

We chose to work with 9 Carat Gold, an alloy that contains 37.5% pure gold, to offer valuable jewelry with a price closer to people's real possibilities, starting from 40€ audiences, without sacrificing quality, beauty and guarantee.

**1 December
2024**

Foundation

100%

Made in Italy

9kt

Oro 375 · 37,5%



Mission & Vision

MISSION

New life to gold jewelry

We want to bring people back to Jewelry, giving new life to Gold Jewelry, thanks to the **purity** of **9 Carats**.

VISION

A luxury finally reachable

Dana is the **luxury to be had**. Unique 9 Carat Gold Jewelry, perfect to enhance unforgettable moments and moments of daily life. Dana is the jewel of **value accessible** to all, it is experience, it is emotion, it is quality assurance.

“Dana is for those who seek true emotion, not appearance: a precious gift with value that endures over time.”

OUR ORIGINS

The Origins of Dana L'Or 9 Carati

Every great story has an origin. **Dana L'Or 9 Carati's** is born from the beating heart of LC Srl – Leonardo 18 Carati, a historic goldsmith company founded in 1994 in Santa Maria Capua Vetere by **Leonardo Cecere**.

Over thirty years ago, Leonardo ignited the spark of a dream: a gamble of love made first with himself –with his stubbornness, desire for redemption, and deep need to build **something authentic**– and then with his family, who still passionately support him today in the showroom at the Il Tarì Goldsmith Center in Marcianise.

From the very beginning, Leonardo 18 Carati has chosen to be more than just a goldsmith's wholesale. He chose to **listen**, to **create real relationships**, to offer advice before it was even produced. In a market dominated by tradition and rigidity, it brought a new vision: that of a company **close, human, present**.

Being recognized as a **partner**, not **just suppliers**, has become the identity of **Leonardo 18 Carati**.



The Origins of Dana L'Or 9 Carati

Today the LC Srl is a **solid, structured, and dynamic company**, distinguished by its ability to listen to and meet every customer need, from the most essential to the most personal.

It is from this story of love, sacrifice, listening, and shared values that **Dana L'Or 9 Carati** was born: not a simple brand, but the natural continuation of an identity rooted in time.

A brand that tells a living and luminous legacy, forged in the heart even before gold.



Our Values

01



Accessibility

Luxury “reachable” with jewelry from 40 € public, within everyone’s reach without sacrificing quality.

02



Trasparenza

Clear communication and conscious buying: we inform, against disinformation about gold.

03



360° Warranty

Every Dana jewel is always guaranteed and maintains its value over time.

04



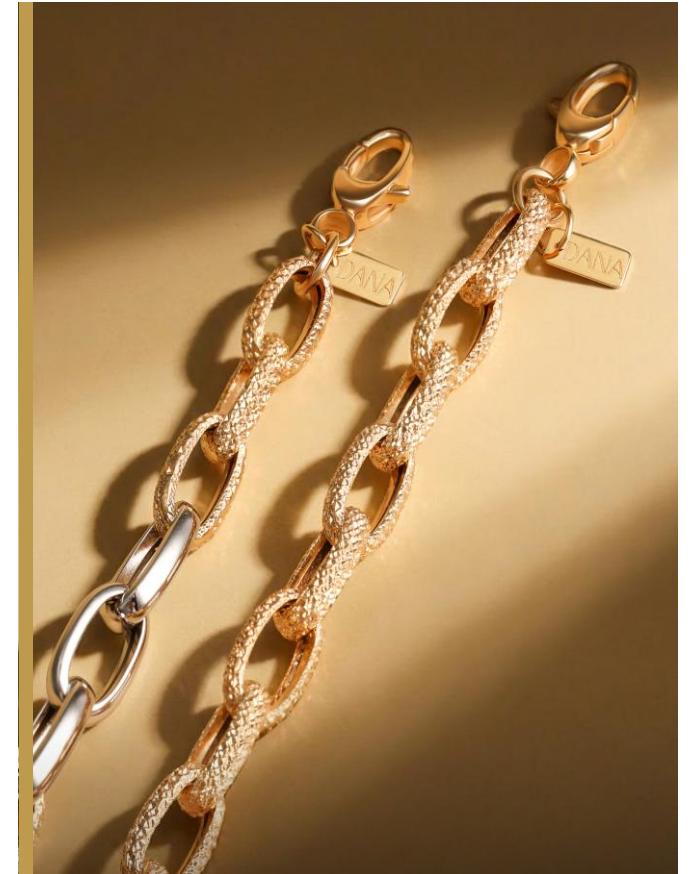
Italian craftsmanship

Distinctive and contemporary design, designed and crafted by master Italian goldsmiths.

Awareness as a choice

Dana breaks the mold and fights **misinformation**: 9 Carat Gold is Gold in all respects, with a value that grows over time, just like that of any league containing pure gold.

Each of our collections comes from **study**, **passion** and **respect** for the customer: we want to offer not only a precious object, but also the possibility of making an informed, informed, true choice.



Because 9 Carat Gold

37,5%

of pure gold in alloy 375

9-karat gold —or 375 gold— is an alloy of 37.5% pure gold. It is gold in all respects, with a value destined to grow over time.

Genuine Gold A true gold alloy, not just a plated one.

Value over time Like any alloy with pure gold, its value grows.

Distinctive design A contemporary aesthetic, alternative to the classic 18 Carati for those who do not want to generate confusion.

Mindful price The value of gold with a price close to people.



The Dana Jewels

Over 1000 Jewels made exclusively in Italy, carefully designed by professionals in the sector and made with a distinctive, contemporary design, which stands out from the classic 18 Carats.



Baby

Bracelets, Necklaces, Earrings and Rings from € 40 public

https://danalor9carati.com/collections/all?gf_700387=643899982148&sort_by=price-ascending



Woman

Over 620 references from €50 public.

https://danalor9carati.com/collections/all?gf_700387=643899916612&sort_by=price-ascending



Man

Over 230 jewels including Rings, Necklaces, Bracelets, Pendants and Earrings from €70 public.

https://danalor9carati.com/collections/all?gf_700387=643899883844&sort_by=price-ascending



Wedding Rings

Selection of Wedding Rings, available in stock in all sizes from 5 to 35 from €270 public.

<https://danalor9carati.com/collections/le-fedi-dana>

The Retailers Programme

Not just a product line: a positioning strategy and concrete tools to grow the jeweler.

- ✓ **Dedicated B2B platform**
danalor9carati.com: professional website, easy and user-friendly.
- ✓ **Reserved Area**
Orders, wishlist and buyback in just a few clicks for retailers.
- ✓ **Constantly updated catalog**
Divided by type of jewelry and gift ideas.
- ✓ **Rapid logistics and Immediate availability**
Fast shipping and immediate stock availability of all Jewelry.
- ✓ **Sales and service team**
A support always ready to meet every need.



Why Choose Dana

High rotation product

Jewellery designed for price ranges and needs that can respond to the budget most frequently requested by the final consumer.

Differentiating Storytelling

A different story to tell: transparency and affordable luxury.

Fidelity

The guarantee and assistance to 360° builds trust and always happy customers.

Made in Italy

100% Italian craftsmanship and contemporary design.

Digital Tools

B2 B platform, reserved area and catalog always up to date.

Growth partner

A valuable program, designed to last over time.

BECOME OFFICIAL RETAILER

We're bringing Dana in your jewelry store

Offer your customers the affordable luxury of 9 Carati gold, guaranteed and Made in Italy.

SHOWROOM

Il Tarì · Mod. 88 / 89

B2B PLATFORM

danalor9carati.com

SOCIAL

[@danalor9carati](https://www.instagram.com/danalor9carati)

DANA L'OR 9 CARATI · Accessible luxury in 9kt gold

