

# GARAVELLI

Basel March 18 2010

- ▣ Family run business
- ▣ Italian jewellery producer
- ▣ based in Valenza
- ▣ since 1920



# In house designing production and distribution



## Core values:

- ▣ Master craftsmanship
- ▣ Pioneering spirit
- ▣ Attention to details
- ▣ Care about sourcing

# Mrs O. wears Garavelli



# A NEW PROJECT

Globo Collection

# Garavelli meets Transparence Designs





# Use of artisanal mined gold





# Oro Verde

- ▣ **Oro Verde**® is the first program of its kind in the world. It seeks to reverse the devastating damages caused to Chocó bioregion in Colombia, one of the world's biodiversity hotspots



# Fundacion Ecoandina: ethically mined gold



# Artisanal mining with minimal environmental damage

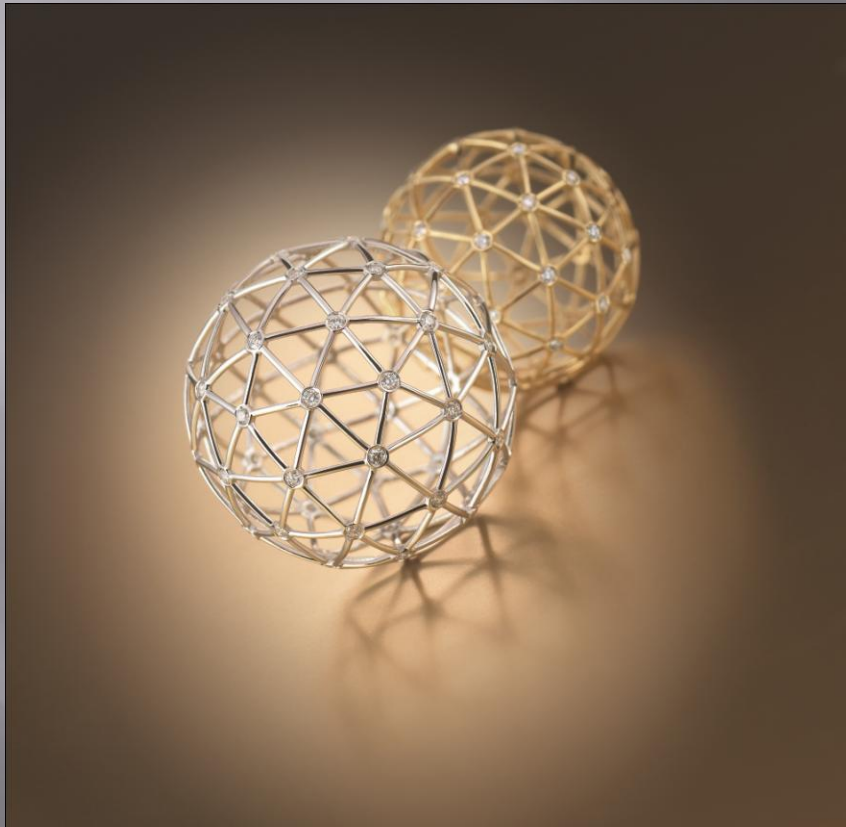


# GLOBO COLLECTION

Garavelli 2009



# Using raw gold from the Jujuy Province in Argentina



# Create demand for ethic products

- ▣ Creating Awareness
- ▣ Creating demand for artisanal ecomined gold
- ▣ Distribution to independent retailer stores in USA Japan Europe



## Added value

- ▣ Not a marketing plan
- ▣ Donation to Terres des Hommes
- ▣ Reduce the environmental and social costs of artisanal mining

# Create awareness for eco mined gold products

