



alessandra moneta

**FOR IMMEDIATE RELEASE**

**ALESSANDRA MONETA, AWARD WINNING  
JEWELLERY DESIGNER TO THE ITALIAN NOBILITY  
CHOOSES DUBAI FOR WORLDWIDE LAUNCH**

Alessandra Moneta, the award winning jewellery designer to the Italian nobility and the cream of Italian high society, chose Dubai for her world-wide launch this week. On Monday, 12<sup>th</sup> May 2008, amidst the luxurious surroundings of the Mina A'Salam Ballroom, in the Madinat Jumeirah, Alessandra Moneta hosted Dubai's high society to a sophisticated evening, where guests were able to view some of her most exquisite pieces of jewellery.

Aside from designing unique pieces of jewellery, Alessandra specialises in the restoration of antique jewellery and the re-styling and re-working of out-of-date jewellery. She develops the most confidential and discreet relationship with her special customers then uses the gold and precious stones to create exclusive pieces that reflect the customer's individual style and taste.

She has worked with various members of the Italian nobility and their jewellery Collections, including the Collection Conti di Castiglione di Venegono, Conti Moro Visconti, Conti Srada, the Collection Duchess Pignatelli della Leonessa and Duchess Imperiali Principi di Francavilla. Her clients have included the cream of Italian society: Bona Camerana (Agnelli family), Orsi Mazzucchelli, Armando Testa family, Daccò, Longari, Missoni, to name just a few.

After 25 years of working with many prestigious clients, Alessandra has decided to take her unique knowledge and craftsmanship around the world; she chose Dubai as the launch pad. From here, Moscow, Kiev, London, Miami but the journey starts right here in Dubai.



alessandra moneta

### **Notes to the Editors:**

*"I owe everything to my Grandmother. She read deep within my heart. I am the seventh of twelve children of an important Milan industrialist and a noblewoman from Lombardy. I grew up between Naples, Milan, and Varese in a refined and cultured atmosphere. Here, I was surrounded by precious artifacts and beautiful objects. As a child, I played for hours with necklaces and family jewels. My Grandmother, watching me, sensed my artistic nature and my deep passion. She convinced my parents to allow me to attend the Benvenuto Cellini art school in Valenza. I graduated with a Master of Arts, specializing in precious metals and gems.*

*I learned the secrets of my craft by taking apart and restoring priceless, antique jewellery entrusted to me by friends. For the last twenty-five years I have been running my artistic workshop. In 2002 I won the prestigious Craftsman of Excellence award. This award is given by the Piemonte Region to only the very best craftsmen; those who work exclusively by hand following the ancient Italian traditions.*

*That is how I began and that is how I work; dealing with high nobility and important financiers. Crafting exclusive items and restoring priceless jewellery for the best Italian families." -Alessandra Moneta.*

Middle East enquiries regarding Alessandra Moneta's Collection and work should be directed to Isabel Tapp, Tel: 04 390 1996, Mobile: +971 50 553 5483, e-mail: [isabel@alldetails.net](mailto:isabel@alldetails.net).

### **Middle East Media & PR Enquiries should be directed to:**

#### **AllDetails Middle East**

##### **Santina Schneider**

E-mail: [santina@alldetails.net](mailto:santina@alldetails.net)

Tel: +971 4 390 1996      Mobile: +971 50 451 2218

##### **Karim Zietoun**

E-mail: [karim@alldetails.net](mailto:karim@alldetails.net)

Tel: + 971 4 390 1996      Mobile: +971 50 774 4238