

# CAROLINA BUCCI

FIRENZE



# HOW TO: DOWNTOWN



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## THE STORY

Downtown is a place.

But, more importantly, Downtown is an attitude.

A spirit of confident experimentation.

An attitude not confined by rules.

As Carolina recounts, “My jewellery has always been at heart about two important places in my life — Florence for the legacy of goldsmithing that I have inherited from my family, but also New York. It’s where I moved at 18 years old to study, and where I learned the confidence to break rules. This new collection is my tribute to those first weeks in the city, marvelling at women who seemed so effortlessly cool that they could pull off any look... a Saturday morning at the coffee shop in jewellery, pyjamas and a long coat. That’s what Downtown means to me.”

Featuring spheres in 3 different finishes — carved from semi-precious stones, or crafted in Florentine Finish 18k gold, or else meticulously wrought in enamel — these necklaces are designed to be worn as a kind of loose choker... up close to the wearer’s face, where the colours can reflect one’s individuality.



Carolina

# DOWNTOWN COLLECTION

Downtown is a new collection of necklaces that builds on all the key codes of Carolina Bucci. Precious materials and colours are brought into irreverent juxtaposition, and the various composable elements of the necklaces allow the wearer to create their own perfectly personalised statement piece.

To get things started, Carolina created 11 colour combinations named after different New York neighbourhoods: Bowery, Soho, Alphabet City, Nolita, East Village, Flatiron, Tribeca, Noho, Meatpacking, Greenwich Village and Gramercy. But your creative options are unlimited.



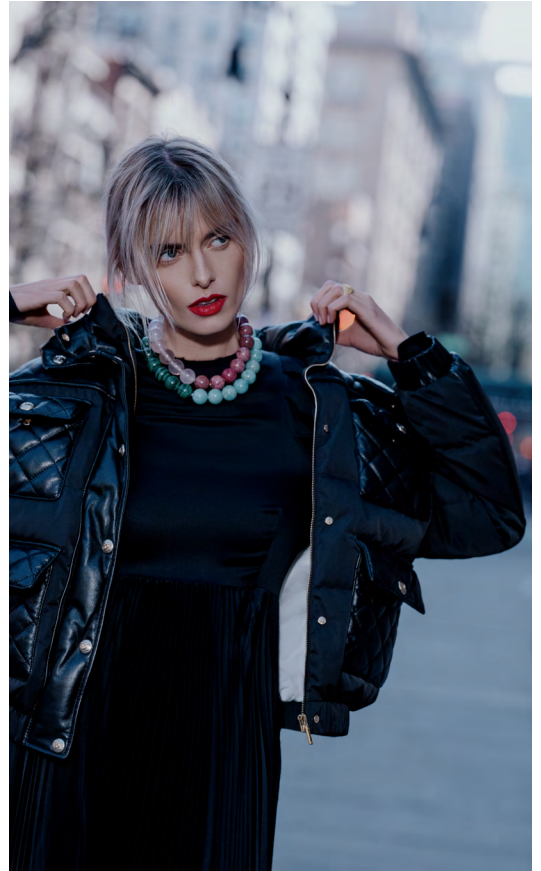




SOHO



BOWERY





'Uptown is for people who have  
already done something.  
Downtown is where they're  
doing something now.  
I live Uptown but I love Downtown.'

— Andy Warhol

TRIBECA





NOLITA



## SOHO GOLD

Yellow, white, pink or black 18k gold tips.

Lurex cord in Sun, Gunmetal, Moon, Rosa, Leaf or Storm.

Semi-precious stones have been cut and sourced to ever more exacting standards for the 20mm Downtown spheres.

Working with enamel for the first time, our workshops have managed to sink a logo within the surface of each enamel sphere — a process that belies its complexity to achieve.

Our jewellers have had to invent a technique to apply the Florentine Finish to the 18k gold spheres that doesn't affect their shape by denting them any more than is necessary for the finish's delicate sparkle.



## SPHERES

Downtown includes semi-precious spheres, each stone with its own unique variations to be celebrated; enamel spheres, and Florentine Finish 18k gold spheres.



WHITE AGATE



ROSE QUARTZ



RHODONITE



AMAZONITE



MALACHITE



UNAKITE



CHALCEDONY



AMETHYST



LAPIS LAZULI



TIGER'S EYE



SNOWFLAKE  
OBSIDIAN



HEMATITE



LEMON  
ENAMEL



CAMEL  
ENAMEL



TERRACOTTA  
ENAMEL



FLAMINGO  
ENAMEL



BIG APPLE RED  
ENAMEL



SKY  
ENAMEL



FLORENTINE FINISH  
18K YELLOW, WHITE AND PINK GOLD

Thread each sphere on a Lurex necklace cord with 18k gold tips — both in the colour of your choice.



## HOW TO: BUILD YOUR OWN DOWNTOWN NECKLACE

1

Thread each sphere onto the Lurex cord in the combination of your choice.



2

Tie a knot at each end, making sure the spheres are sitting snugly together.



3

Make a tight double knot to bring the spheres together into a full circle for the Downtown look.



4

Finish with a bow, and enjoy!





BOWERY





GREENWICH VILLAGE



GRAMERCY







## DOWNTOWN RINGS

This ring features one of the 12 Downtown stones and is crafted from 18k yellow, white or pink gold in our signature Florentine Finish.





## CARE

To clean your Downtown spheres, simply hand wash, wiping with a damp cloth and pat dry.

Downtown necklaces can be worn in water.  
Rinse with fresh water after swimming.

### Florentine Finish

We are more than happy to clean your Florentine Finish 18k gold spheres and Downtown rings at one of our stores.

They can also be cleaned at home. All you need is warm water, washing-up liquid and a soft-bristled brush. Brush gently to remove any residue from the surface of your piece — the washing-up liquid will help remove any dust or dirt. Rinse with fresh water and pat dry.





## Lurex cord

To tie your Downtown necklace, we recommend making a tight double knot, followed by a bow. For maximum security, we recommend first tying a knot at each end to hold the spheres in place. For a visual guide, refer to pages 18-19.

Though Downtown is meant to be a short necklace, each Lurex cord is 'one size fits all' and can be tied to your preferred length. Simply tighten or loosen your knot to adjust the fit.

To clean your Lurex cord, hand wash, wipe with a damp cloth and pat dry. Try to avoid contact with perfume, cleaning products and other chemicals that may discolour your cord. Do not machine wash, tumble dry or iron.

To breathe new life into your Downtown necklace, you can exchange your old cord and its 18k gold tips for a small fee.



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