

# CAROLINA BUCCI

FIRENZE





# HOW TO: **FORTE BEADS**



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FIRENZE

## THE STORY

All of Carolina's designs reflect moments in her life.

The Lucky bracelet, her first collection, was inspired by her childhood summers on the beach weaving cotton friendship bracelets. For FORTE Beads, she returned to that same beach but this time to a different family tradition. Making plastic beaded bracelets with her two sons was always a favourite way to pass the summer days in Forte dei Marmi — from where the collection gets its name. By the end of every summer, armfuls of bracelets had to be cut off before the boys returned to school.

Turning that carefree DIY spirit of colour and play into a fine jewellery collection was not easy. Cutting an array of semi-precious and hard stones to exacting standards to make the beads; crafting 18k gold beads and gold-tipped lurex cords in the family's workshops in the centre of Florence... the collection took three years to develop and perfect.

Now it is yours to play with and create your own unique designs.

A stylized blue logo featuring a heart shape above the word "Carolina" in a cursive script.

'There is a centuries-old tradition of working with Pietre Dure hard stones in Florence going all the way back to the Grand Ducal workshops of the Medici. That idea of extending and modernising Florentine craft is very important to me.'

— Carolina Bucci





# FORTE BEADS COLLECTION

From amethyst to yellow jade, these playful rainbows of precious hard-stone beads are an homage to summer nostalgia and creative freedom. Easily thread and rethread as much as the mood takes you. No day is the same, nor should your jewellery be — but whenever and however you wear them, they'll always feel like you.

Thread, rethread and repeat.



# SEMI-PRECIOUS BEADS

FORTE Beads are natural stones, each with their own unique variations to be celebrated. Create your own bracelet and necklace with our FORTE Beads Makers.



N°01  
MAGNESITE



N°09  
CHRYSOPTASE



N°02  
LEMON AGATE



N°10  
JADE



N°03  
CORNELIAN



N°11  
HEMATITE



N°04  
CORAL



N°12  
ROCK CRYSTAL



N°05  
TIGER'S EYE



N°13  
ANGELITE



N°06 PEACH  
AVENTURINE



N°14  
TURQUOISE



N°07  
BLUSH CORAL



N°15  
LAPIS LAZULI



N°08  
RHODONITE



N°16  
AMETHYST



N°17 BLUE  
GOLDSTONE



N°25  
ROSE QUARTZ



N°18 BLUE  
AVENTURINE



N°26  
CHALCEDONY



N°19  
AMAZONITE



N°27  
MOONSTONE



N°20  
MALACHITE



N°28  
CRAZY JASPER



N°21  
UNAKITE



N°29  
BLUE AGATE



N°22  
YELLOW JADE



N°23  
COCO JASPER



N°24 SNOWFLAKE  
OBSIDIAN







## GOLD & PRECIOUS BEADS

Personalise your FORTE Beads with our precious and 18k gold beads in our signature Florentine Finish. The Florentine Finish creates a delicate hammered look and adds texture to the otherwise-even gold surface. A matte finish shifts to a sparkle as the small indentations hit the light.



18K GOLD  
FIORE BEAD



18K GOLD  
CUORE BEAD



18K GOLD  
PALMA BEAD



18K GOLD  
SORRISO BEAD



18K GOLD  
APE BEAD



18K GOLD  
STELLA BEAD



18K GOLD  
OCCHIO BEAD



18K GOLD  
QUADRIFOGLIO BEAD



18K GOLD  
BEADS



18K GOLD  
LETTERS



PRECIOUS  
BEADS



Add any of our pendants  
to your necklace





# POSTCARDS & COLLABORATIONS

FORTE Beads postcards reflect the places that have a special meaning to Carolina.



Lending their own unique styles to the collection: Margherita Missoni, Lauren Santo Domingo, Mira Mikati and more.

# *La* CATENA



Our online magazine *La Catena*, meaning 'the chain' in Italian, is all about Carolina's world and what inspires her — friendship, travel, style, food and love... A chain of ideas that brings us closer to you.

## A Shaman's Take on the Power of FORTE Beads

Author and healing practitioner Aisha Amarfo poses the question: Can the right FORTE Beads change your life?

“Crystals are conductors of energy. They can have a correcting effect on our energy fields, amplifying or clearing frequencies to release blockages and bring harmony, according to our needs.

“Our culture is loud, so we may have lost our sensitivity to the energetic fabrics of the universe. This doesn't mean we have lost our receptivity to its powers. Crystals and gemstones grant us an invitation to connect with different parts of ourselves, enabling us to channel what we need.

“Carolina Bucci's FORTE Beads collection encompasses a rich array of precious gemstone beads. Whilst Carolina's intention for designing the range remains wholly aesthetic, as a shamanic practitioner, I can see another layer of meaning applicable to the selection of certain beads.”

To read more, visit [La Catena](#) on our website.







Aisha's FORTE Beads bracelet features Rhodonite and Moonstone:



RHODONITE

Property: Passion. *Fire element.*  
Fulfilling your path of heart,  
achieving your potential, finding and  
expressing your soul purpose in life.  
Mantra: *I follow my path of heart.*



MOONSTONE

Property: Intuition. *Water element.*  
Self-discovery, illumination, divine feminine,  
understanding dreams and omens,  
opening your sacred channel, trusting your  
inner life, mysteries, deep wisdom.  
Mantra: *I trust my being and listen to my  
intuition.*



## CARE



Each cord is 'one size fits all' and can be tied to your preferred length. Simply remove or add beads to adjust the size/fit.



We recommend tying a double knot, pulled tightly, for a secure fit.



To clean your FORTE Beads simply hand wash, wiping with a damp cloth and pat dry. Do not machine wash, tumble dry or iron.



Try to avoid contact with perfume, cleaning products and other chemicals that may discolour your cord.



FORTE Beads can be worn in water. Rinse with fresh water after swimming.



## FORTE Beads

To breathe new life into your bracelet or necklace, you can exchange your old cord for a small fee.

FORTE Beads bracelet kits come with 30 beads, but most wrists only need 26-28 beads. The extra beads can be used to change the combination of your bracelet.

FORTE Beads necklace kits come with 80 beads.

Knots can be added to style your bracelet or necklace in multiple ways and secure your beads in place.

## Florentine Finish

We are more than happy to clean your Florentine Finish 18k gold pieces 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.





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