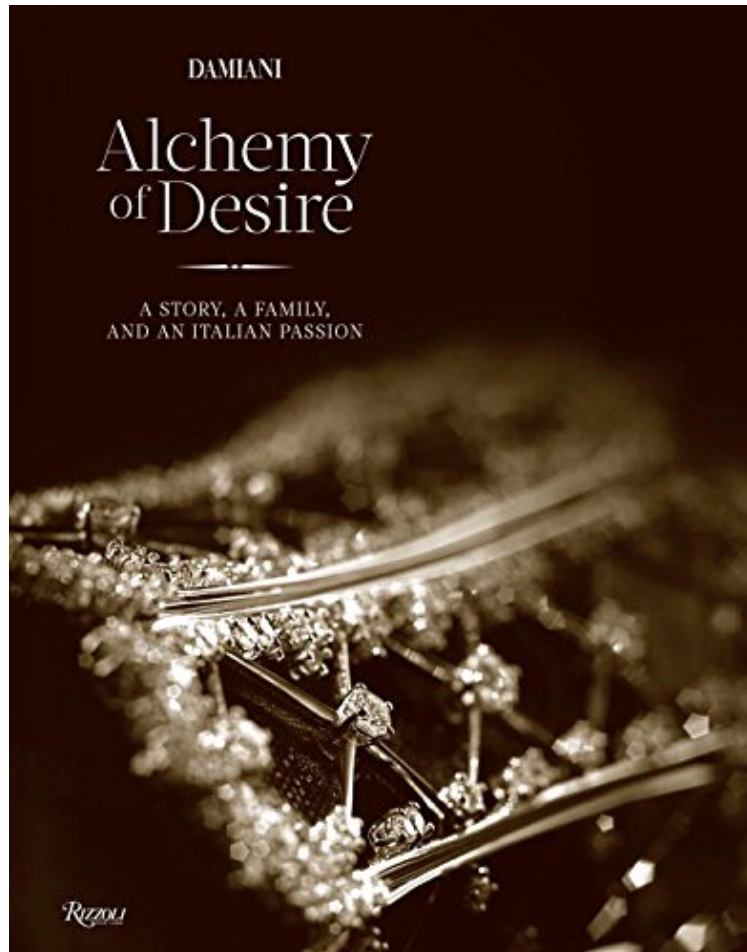


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## Damiani: Alchemy of Desire: A Story, A Family, and an Italian Passion

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**From Rizzoli : Damiani: Alchemy of Desire: A Story, A Family, and an Italian Passion** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Damiani: Alchemy of Desire: A Story, A Family, and an Italian Passion:

0 of 0 people found the following review helpful. BeautifulBy anonymous Beautiful book. For a while I wanted to own a book about this jewelry designer and finally now I do. Wonderful book, with beautiful photos of jewelry. 0 of 0 people found the following review helpful. Nice, but...By Jose F. Santiago-Ilorens Nice book but the jewelry is not that unique like other creators. If you collect jewelry books then it's a must, if not try other names.

Marking the company's ninetieth anniversary, this lushly illustrated volume showcases Damiani's tradition of creative and beautifully crafted jewelry-the best of Italian style. Damiani jewelry represents the highest expression of Italian

style: unique pieces created with passion and craftsmanship for three generations. Founded in 1924 by Enrico Grassi Damiani, personal jeweler to the nobility, the company celebrates its ninetieth anniversary with a lavishly designed volume that focuses on tradition, craftsmanship, and creativity. Today, Damiani's clientele includes many highly visible celebrities around the world. Creativity, design, and entrepreneurship are the key elements that have driven the Damiani family for nearly a century, together with a deep passion for their art. Strengthened by decades of tradition, the Damiani Group has always been renowned for the quality of its products and materials and for the exclusive design of its collections.

"Damiani...the history is lovingly told by family members...this is the expected portion of this glorious book...the most mesmerizing part of the book is the assemblage of photographs that affords the reader an exquisitely extensive look at the history of the brand and its incredible range of product. After reading the book, my assessment of the brand is that it holds its own amongst the major players of the world of "haute joallier." No longer can Damiani be looked at as a cousin or "poor relation" to Cartier, Bulgari, Van Cleef, or Tiffany, the brand certainly demonstrates itself a peer even a leader in this rarefied product arena. It's quite astounding what can be gleaned from this epic volume. If you are a jewelry lover or consider yourself a bit of a historian on the subject, you best get out there and buy this book and add it to your library as this is a book that will beckon you time after time. The book itself ranks up there with any of the great volumes produced about the heritage or legendary brands with the appropriately perfect photography and reproduction quality." –NY Journal of Books  
About the Author  
Cristina Morozzi was director of the design magazine *Modo* for nine years. She was the curator of *Archizoom Now* at *Experimenta* 1999 in Lisbon and cocurator of *Salvatore Ferragamo Evolving Legend, 1928-2008*. Sophia Loren is one of Italy's most renowned actresses and has received two Academy Awards.