



GISMONDI



BAGLIONI  
HOTELS & RESORTS

## GISMONDI 1754 AND BAGLIONI HOTELS & RESORTS ENTER RETAIL AGREEMENT

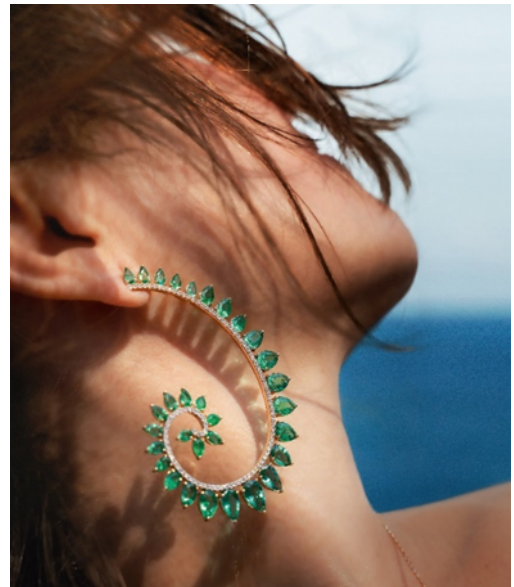
*This agreement provides for the Genoese brand to become the exclusive in-house jeweler for all global locations for the Baglioni Hotels & Resorts, a luxury hotel chain based in Italy. The first location where the two luxury brands will collaborate is confirmed for the Baglioni Resort Sardinia in San Teodoro, which will house a Gismondi 1754 shop.*

Genoa XX May 2021 – The Gismondi 1754 Group (AIM ticker GIS), the seven generation Genoese-based high jewelry brand, announces that it has signed an agreement with the Baglioni Hotels & Resorts Collection, the one-and-only Italian hospitality brand managing luxury hotels and resorts in the historic buildings of the cultural centers in art cities and exclusive resort destinations in Italy and throughout Europe.

This co-branded partnership affords Gismondi 1754, in the role of house jeweler, the opportunity to develop retail concepts for all current and future locations of Baglioni Hotels & Resorts globally. The first Gismondi 1754 store is set to open June 1, 2021 at the Baglioni Resort Sardinia in the inside the Tavolara Marine Reserve, located just north of San Teodoro by the magnificent Lu Impostu beach.

Starting in 2022 Gismondi 1754 will begin its roll-out for additional locations, the first of which will be in the Baglioni Hotel Regina, on the prestigious Via Veneto in Rome. Subsequently, Gismondi 1754 shops or showcases will premiere in 8 additional locations worldwide, including: Baglioni Hotel Luna Venezia, Baglioni Maldives Resort and Baglioni Relais Santa Croce in Florence. Additional collection from the Genoese heritage brand will be housed in the windows of Baglioni Hotels & Resorts in development planned for Milan, New York and Paris.

Born from an idea at a fortuitous meeting years ago in Montecarlo between Baglioni Hotels & Resorts Collection founder, Roberto Polito, and Massimo Gismondi brand CEO and Chief Creative Officer whereby a bond formed over Italian excellence, a united mission and corporate vision. Strengthened over time, this program now comes to fruition under the direction of Guido Polito, son of Roberto and current CEO of Baglioni Hotels & Resorts.



The partnership between Gismondi 1754 and Baglioni Hotels & Resorts is a co-branded project whereby each hotel will house a range of jewels, available exclusively in that location. The collaboration will also feature digital synergies with a presence on the homepage of the Baglioni Hotels & Resorts and Gismondi 1754 corporate websites with reciprocal links to each site highlighting the relationship between the brands and product offerings.

*“I immediately felt that the Polito family and our family shared common values and the commitment to presenting a similar, distinct level of Italian excellence and luxury lifestyle to a local and global clientele”, said **Massimo Gismondi**, CEO of Gismondi 1754. “I found a strong synergy in our vision and approach to creating beauty and marking special occasions while delivering an exceptional experience in customer care. I am confident that this partnership,*

beyond the opportunity for a presence in prestigious locations, will also provide a unique perspective of Italian culture, quality, hospitality and taste. Designing a holiday and creating a jewel are similar realizations of a dream, a long-desired dream requiring personal connection, meticulous attention to detail, an intense amount of work and even more passion. Together with Baglioni Hotels we will continue to offer elegant, elevated, unforgettable products and experiences for our discerning clientele".



*Baglioni's Sardinia Resort Rooftop*

**Guido Polito**, CEO of Baglioni Hotels & Resorts, declares: *"I am very proud of the agreement with Gismondi 1754, which has always represented the highest expression of luxury jewelry. We are particularly happy to welcome the brand and their exclusive and timeless creations to our locations. This partnership with the Gismondi family is based on our collective Made in Italy creativity, our discreet personalized luxury and the constant pursuit of excellence for our respective clientele. Uniting our brands we can offer customers even more unique moments and the 'tailor-made' service they have come to expect at our hotels."*

Each brand is a multi-generational family business steeped in strong values, essential and sincere connections to clientele and the desire to fulfill the dreams and needs for each and every customer. For Massimo Gismondi and Guido Polito, whether designing a holiday or a jewel they share an intuitive understanding of the dreams of their customers and the resolve to pursue every facet and detail that culminates in the most unforgettable bespoke realization.

#### **Regarding Gismondi 1754: Handmade in Italy by Italians**

*Founded in 1754 in Genoa by Giovan Battista Gismondi [jewelry maker for Pope Pius VI and the Doria family] Gismondi 1754, now under the guidance of Massimo Gismondi, has achieved excellence in exceptional jewelry designs recognized globally. Renown for his vision of jewelry as art, Massimo Gismondi honors centuries of craftsmanship and a rich history in his creations, combined with contemporary style as the legacy of seven generations. The Company has been listed on the AIM Italia market of the Italian Stock Exchange since December 18, 2019.*

#### **About Baglioni Hotels & Resorts:**

*Ambassadors of Made in Italy hospitality, Baglioni Hotels & Resorts have always been a private, elegant and intimate home. Thanks to the guidance of the CEO Guido Polito, the property has developed a concept of contemporary luxury which in day-to-day management has translated into a "tailor-made" service. The Collection now has 6 exclusive Hotels, located in the heart of the main European art cities (Venice, Rome, Florence), and 3 Resorts in Punta Ala, in the Maldives, and the brand new Baglioni Resort Sardinia, north of San Teodoro, on the suggestive beach of La Impostu, opening on 1st June 2021.*

**Gismondi 1754 S.p.A.**

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