



# ROBERTO COIN

COMPANY PROFILE





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## COMPANY PROFILE

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## THE FOUNDER

Everything starts with Roberto Coin, the founder of the brand. At the age of 33, Roberto Coin leaves his career in hospitality to enter the world of jewellery. Driven by an innate passion for beauty and elegance, he starts this new career as an adventure, a complete life change from United Kingdom to Italy, from business to creativity.

## THE BRAND

In 1996, for the first time a jewelry collection is signed with a small ruby set on the inside of each of its pieces. This collection is Appassionata and, together with its unusual signature, it marks the beginning of the history of the Roberto Coin brand; a brand driven by its founder's passion for life and creativity.

Coming from a constant search for new sources of inspiration, every single creation of Roberto Coin is the result of an exciting journey through cultures and influences, nature and landscapes, experienced in a rare balance between the past and the future. Each of his jewels tells a different story, a story that shrouds it in an unmistakable allure of uniqueness and style identity. Every day then the hands of Italian craftsmen, guardians of the ancient traditions of jewelry, are entitled to translate into reality Roberto Coin's imagination. It is a real universe of miniature masterpieces that comes to life thanks to their ability, each one of them embellished with the famous ruby signature and with a story to tell to the world.

Defined esthetics and experimental design make every jewel a unique example of elegance and innovation, and are the reasons why the brand has become in a very short time one of the best-known name on the international horizon of jewelry.

It didn't take long also for the worlds of fashion and film to become excited about Roberto Coin's collections. The jewels appear more and more frequently on the fashion and lifestyle pages of international luxury magazines and have had the honor of shining brightly on many red carpets. Roberto Coin is now universally recognized by the press as a pioneering spirit and the creator of some of the most interesting jewelry trends of the last decade.

With his constant desire to create something new and different, Roberto Coin launches about 5 complete collections every year that are able to fulfill the market's myriad of desires. The collections are available in over 1,000 boutiques located in 60 countries all around the world. Each one of them is an ambassador with a clear message that conveys the mission of the company's founder himself: to offer every woman the possibility to own an original and particular piece of jewelry capable to exalt the esthetic and spiritual qualities that make every woman unique and distinct.





1977

Roberto Coin returns to his homeland in Italy to study the jewellery traditions with the main Italian maestros. He begins his career in jewellery commerce in the UK market.



1984

Roberto Coin begins designing and creating jewels for main international brands.



1996

Roberto Coin launches his brand in the US with the Appassionata collection and he starts signing his creations with a small ruby.



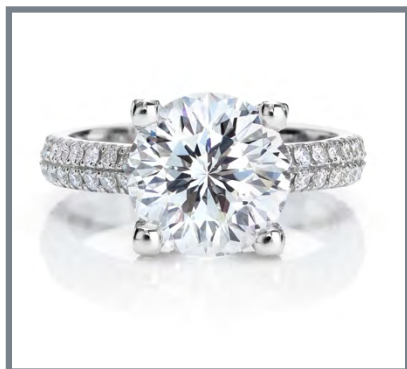
1998

Roberto Coin opens La Quinta Stagione, his Italian factory with a unique mix of technology and artisanal manufacturing.



2000

Roberto Coin is one of the founders and is on the Board of Directors of the World Diamond Council: the organization that created the Kimberley Process in collaboration with the United Nations.



2003

Roberto Coin launches Cento, his revolutionary diamond with 100 facets.



2004

Roberto Coin opens CKC in Bangkok, specialized in sourcing and cutting precious gemstones.



2006

Roberto Coin opens his first mono-brand boutique in the US, in Atlanta.





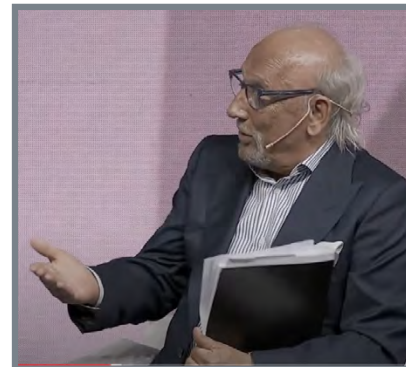
2007

Roberto Coin opens his first mono-brand boutique in Dubai and Middle East LLC in partnership with the local partner Damas.



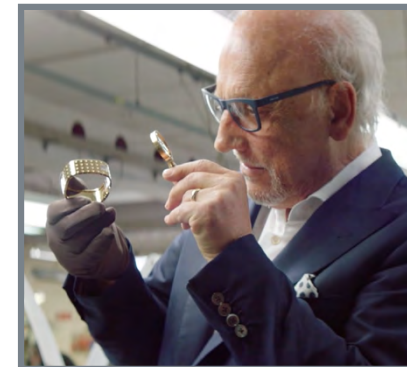
2008

Roberto Coin opens his first European mono-brand boutique in Rome.



2010

Roberto Coin is invited as a guest speaker for Responsible Luxury at the UN Pavilion in Shanghai.



2013

Roberto Coin is awarded for his contribution to American culture by the Phillips Museum in Washington and as President of the "Best Corporate Social Responsibility Brand" by Fiera di Vicenza during the "Andrea Palladio International Jewellery Awards".



2014

Pois Moi is awarded as the best Italian collection in the world by Fiera di Vicenza during the "Andrea Palladio International Jewellery Awards".



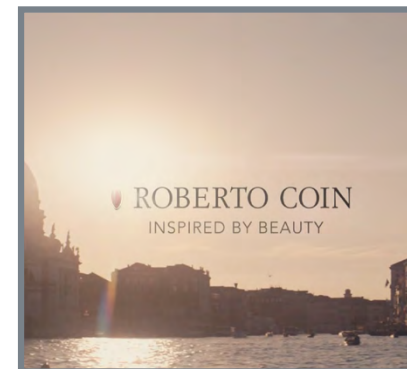
2017

Savage Privé is awarded the best design collection from Town & Country US. CNN creates a video dedicated to **Roberto Coin's ruby signature** and its three legends.



2018

Roberto Coin begins to control all of the diamonds used in the brand and guarantees 100% natural origin with a special laser inscription on the jewel.



2019

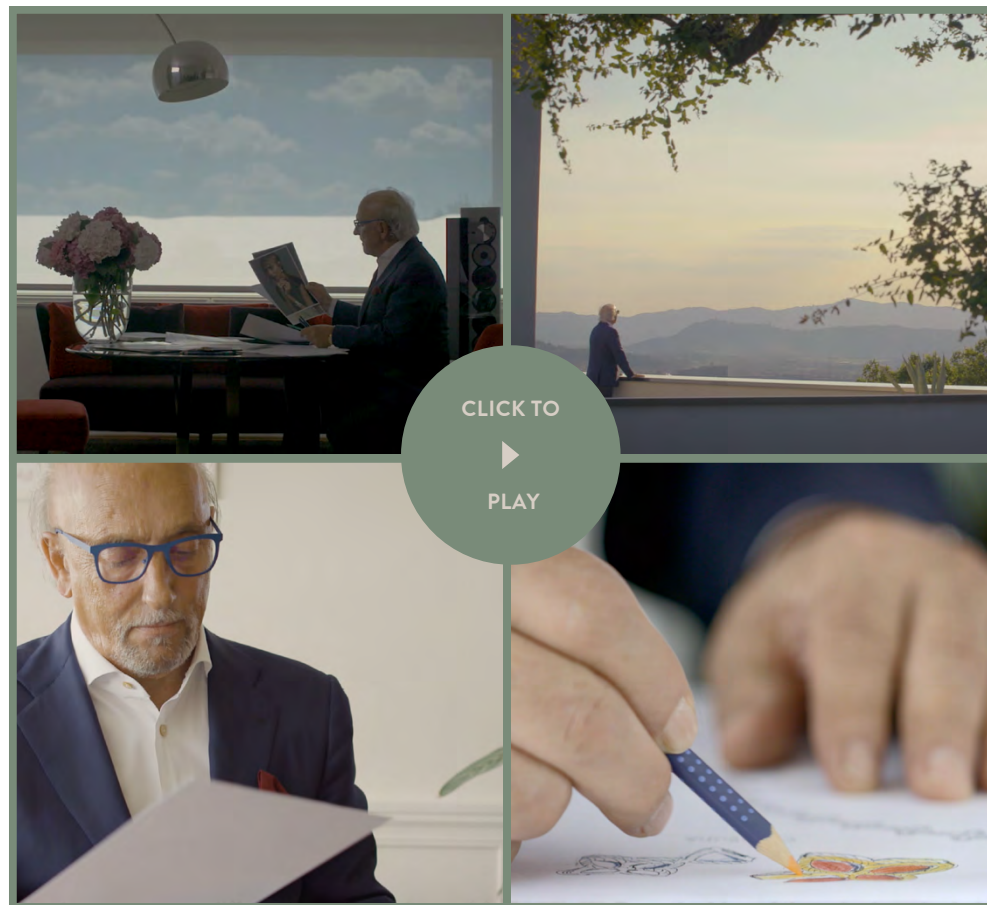
CNN comes back to Italy to produce a second video, dedicated to **Roberto Coin's concept of beauty**.



### TODAY

The Roberto Coin brand is present in 60 countries worldwide in over 1000 points of sale.

It is considered a pioneer and the creator of many of the most important jewellery trends of the last decades. The ruby signature has become famous giving Roberto Coin the nickname of “The Collector of Rubies”.



## VISION

Authenticity is the word around which Roberto Coin builds his brand, with the mission to give every woman the freedom to choose a jewel that enhances her uniqueness. For this reason, each creation of the brand is not made to be recognizable...but to be different.





### CREATIVITY / DESIGN

To follow his mission, Roberto Coin creates over 600 new models every year inspired by the world of art, architecture and nature.



### STYLE / TRENDS

The collections become protagonists of the editorial pages in the most important international magazines becoming new trends with unexpected inspiration and look.



### QUALITY / PRICE

Different price ranges with the same highest standard of service and quality.



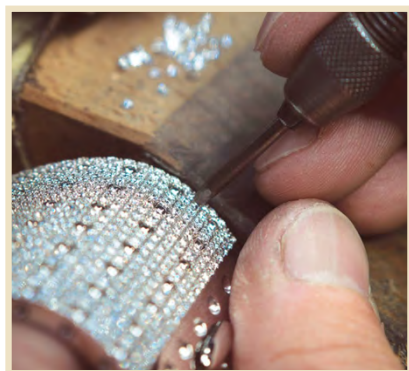
### INNOVATION / MANUFACTURING

True inventions are introduced to artisanal techniques.

## ETHICS

Sustainable creativity is the future of luxury.

Roberto Coin's commitment to social and ethical responsibility began long ago when he was still working in the hospitality industry and Earl Mountbatten\* – a memorable client of the hotel – gave him a precious lesson that marked the rest of his life both as a man and as a businessman. He told him that, in order to remember to have a heart, a businessman must have a great memory first. Over the years, Roberto Coin's personal commitment became the commitment of his company as well, making it a well-recognized example of civic and social responsibility in the corporate world.



Today, Roberto Coin is on the Board of Directors of the World Diamond Council that – together with the United Nations – founded the Kimberly Process. Every diamond used in the firm's creations are certified by the Kimberley Process Certification Scheme which guarantees that it comes from conflict free zones. Roberto Coin is also committed to keeping any gold furnished by producers who are suspected of human rights violations out of his supply chain. He complies with the regulations established by the Dodd Frank Act that requires that the origins of all gold imported into the United States be certified conflict free.



In recognition of his heartfelt dedication, Roberto Coin was invited to the United Nations Pavilion in Shanghai in 2010 to speak about responsible luxury in the future of the jewelry industry. He's been a lecturer regarding brand ethics on numerous other occasions as well: at the University of Geneva, the Panama Expo and at the International Diamond Conferences held in Dubai, Moscow and Istanbul. Roberto Coin has always been involved in charitable activities on an international level. His publicity campaign featuring Christy Turlington was highly successful in raising funds for several humanitarian foundations, such as Youth Aids, Care and Every Mother Counts.





## PRINCESS FLOWER

Every flower tells countless stories.

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## LOVE IN VERONA

Romance is not old school, it's the future.

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### DIAMOND PRINCESS

Blooming diamonds.

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### VENETIAN PRINCESS

The mystery of Venice.

[Click to discover >](#)



### PRINCESS

Fairytales to wear.

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## ART DECO

Small masterpieces in Art Deco style.

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## POIS MOI & POIS MOI LUNA

Where past and future meet.

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## PALAZZO DUCALE

Venice in a jewel.

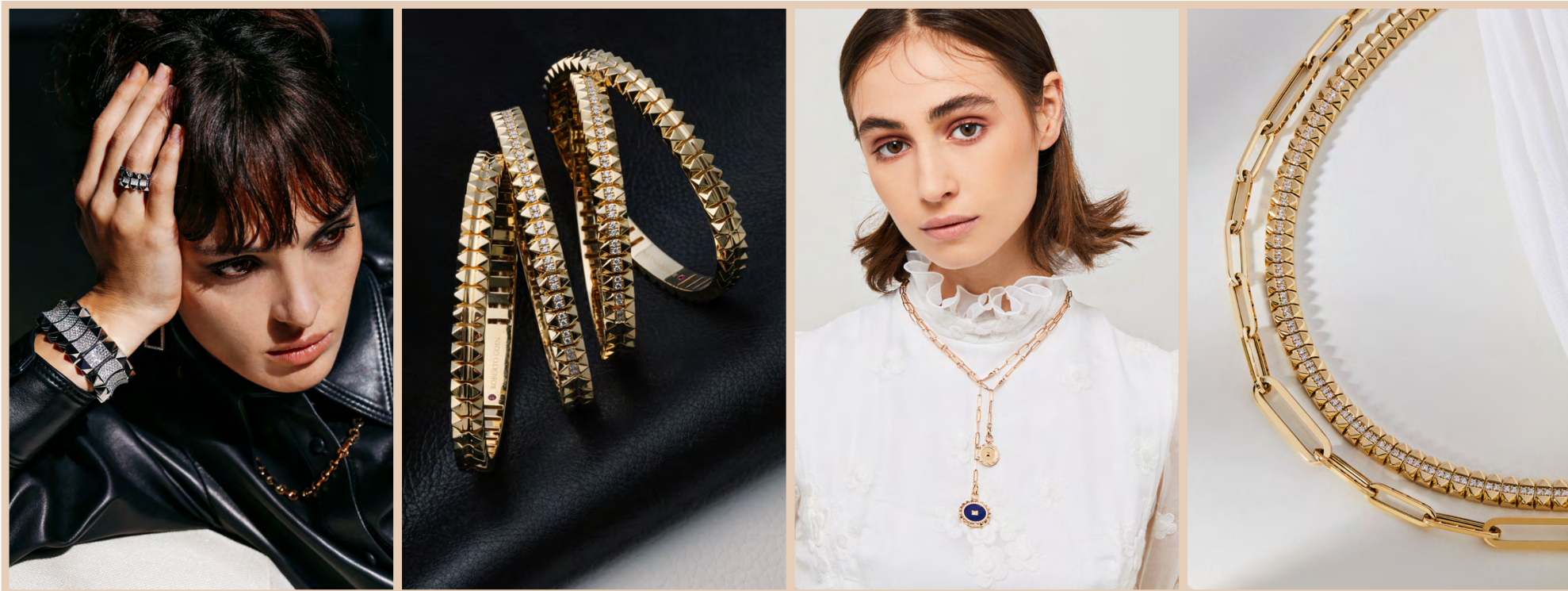
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## BAROCCO

Timeless designs for eternal beauty.

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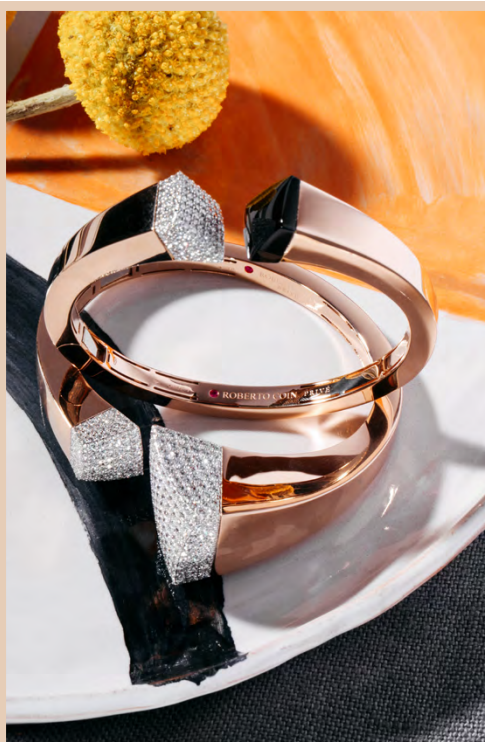
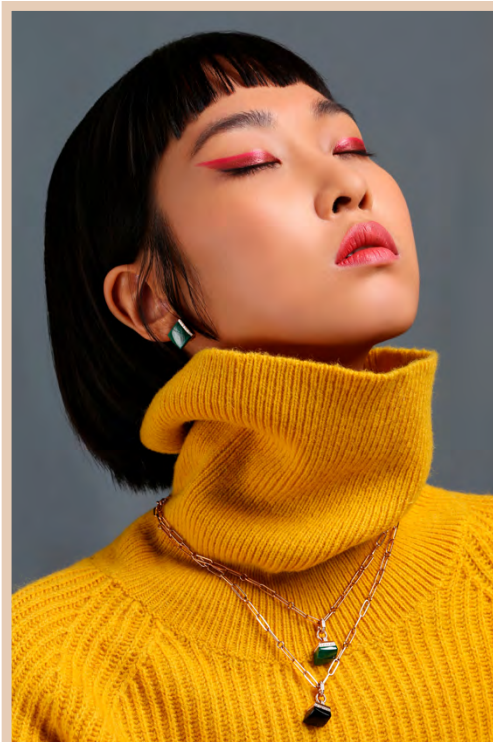


## ROCK & DIAMONDS

The rebel touch.

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### SAUVAGE PRIVÉ

A new side of femininity.

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### BLACK JADE

Contemporary vintage.

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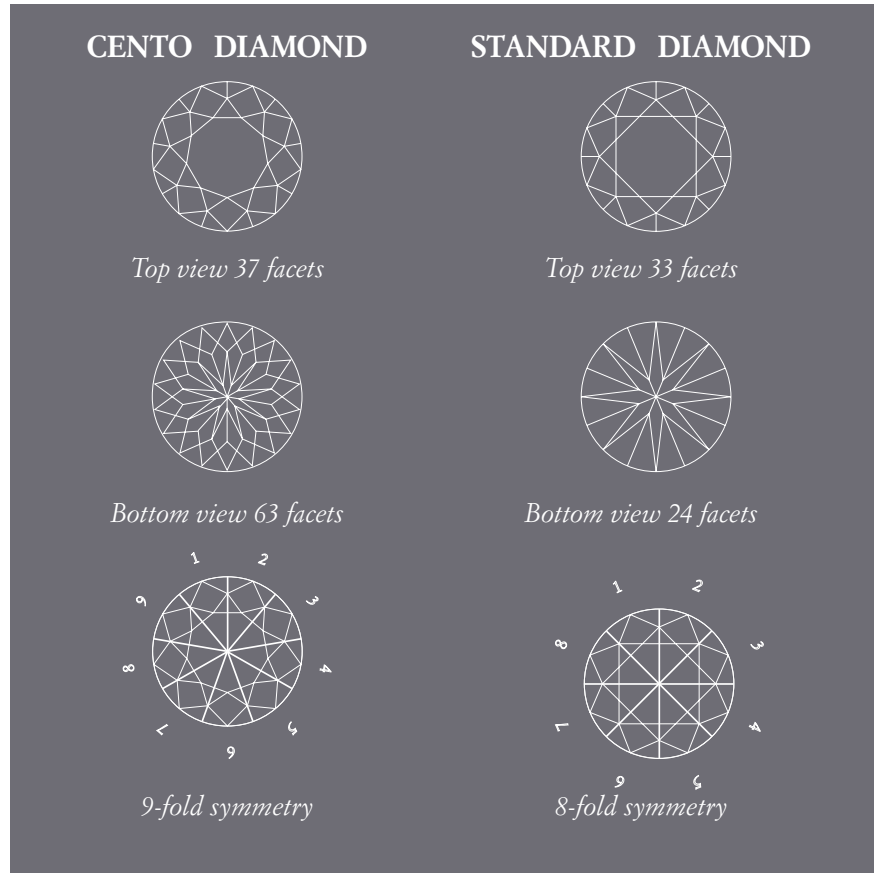


## ANIMALIER

The golden kingdom.

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## THE CENTO DIAMOND

A diamond is considered the ultimate precious stone, an icon, not only of worth but also of feelings, light and beauty, a special gift from nature, unique in its fascination and rarity.

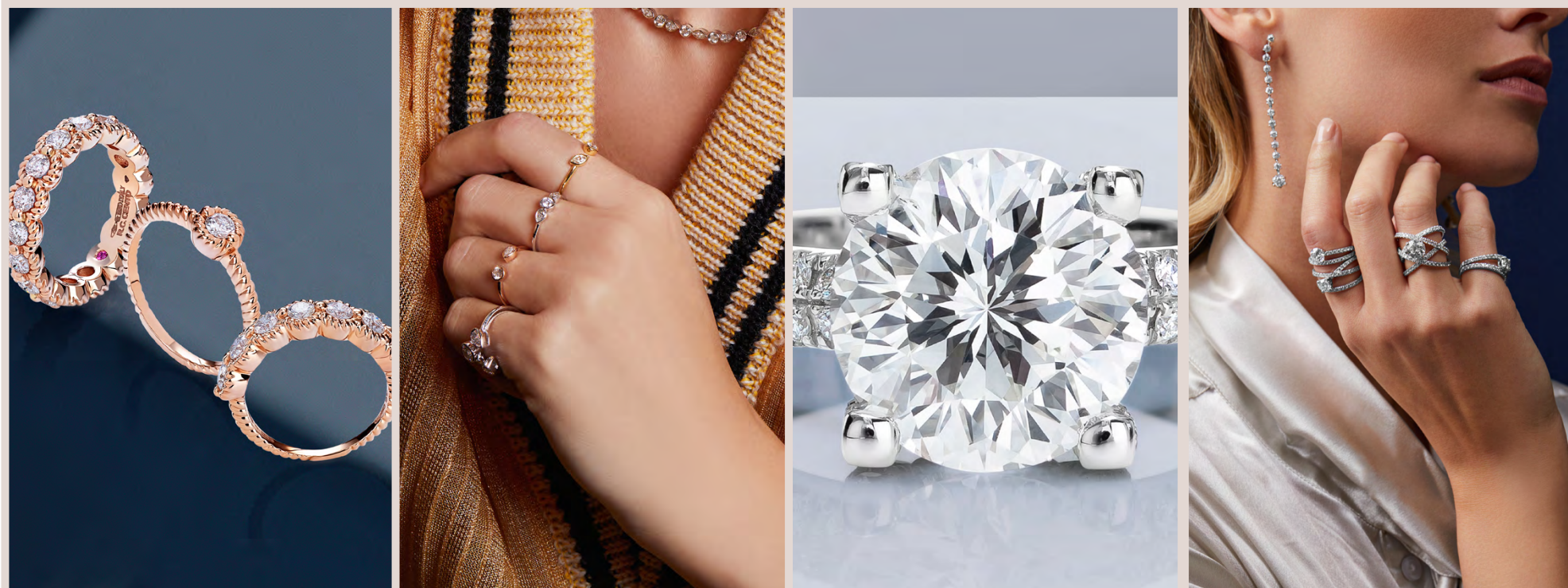
The stories narrated by movies, by the pages of the great classic novels and our own secret diaries describe the diamond as the symbol of a lifelong promise, of an extraordinary love that is subject to neither tradition nor opinion.

Roberto Coin's endless research and his desire to give new shapes to perfection have resulted in a diamond that is different from all others, unprecedented and revolutionary in both its cut and its importance.

After years of experimenting and collaborating with the most authoritative experts in the field, the Cento diamond was, in fact, the first precious stone to be cut with 100 facets rather than the usual 57. The resulting light refracts with a kaleidoscopic effect; longer, more hypnotic and more wondrous than any diamond that has ever existed.

Roberto Coin has turned on a new light.





## THE CENTO DIAMOND

Becoming eternal.

[Click to discover >](#)



## THE LEGEND OF THE RUBY

Roberto Coin's signature is a small ruby hidden inside each one of his creations. Although small, this ruby has a grand story.



## ADVERTISING CAMPAIGNS

Year after year the brand's signature collections are portrayed through campaigns that express Roberto Coin's passions and inspirations.



2010



2015



2018



2019





## 2021/22 AD CAMPAIGN

A surreal, Art Deco atmosphere will take you on a mesmerizing journey through a place that your eyes are experiencing for the first time.

## EDITORIAL COVERAGE

Every year Roberto Coin creations appear in over 500 editorial pages worldwide.





## CELEBRITIES

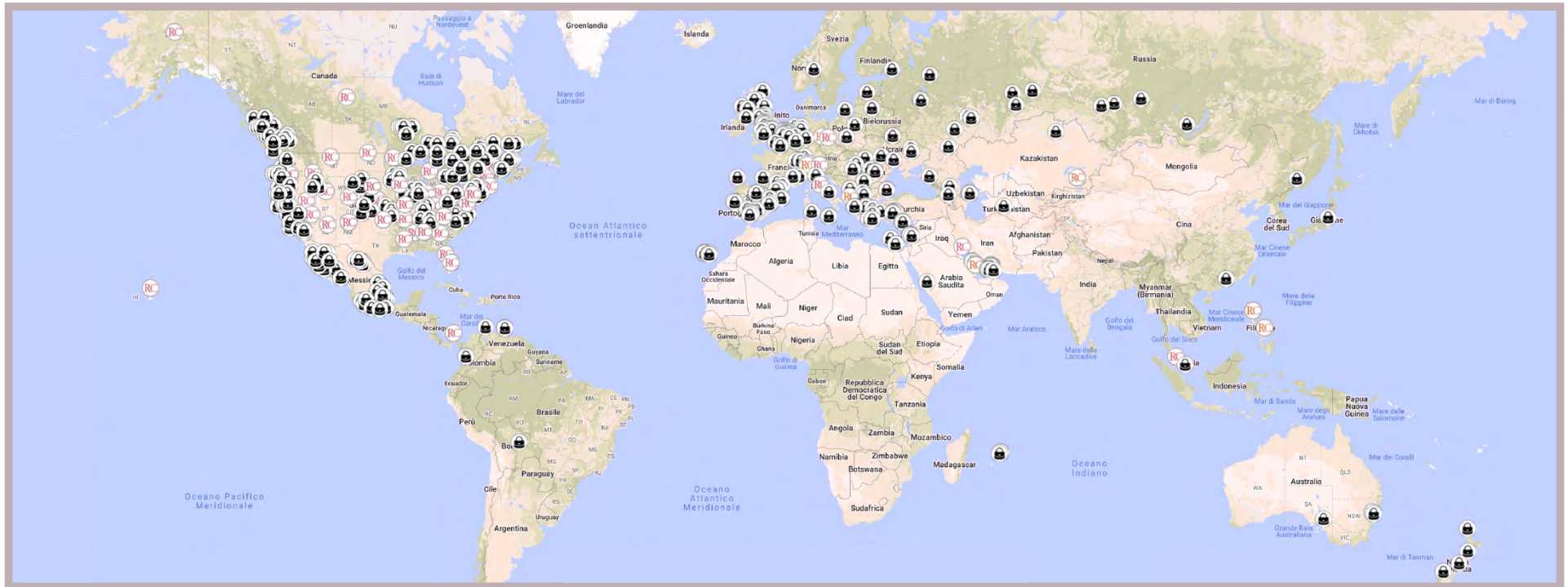
Every year Roberto Coin creations appear in over 500 editorial pages worldwide.





## POS

Roberto Coin is present in 60 countries worldwide in 15 flagship stores, over 100 corners and over 800 multi-brand stores.



## FLAGSHIP STORES

Venice



Rome



Baku



Prague



Dubai



Kuala Lumpur



## CORNERS



Kobe



Warsaw



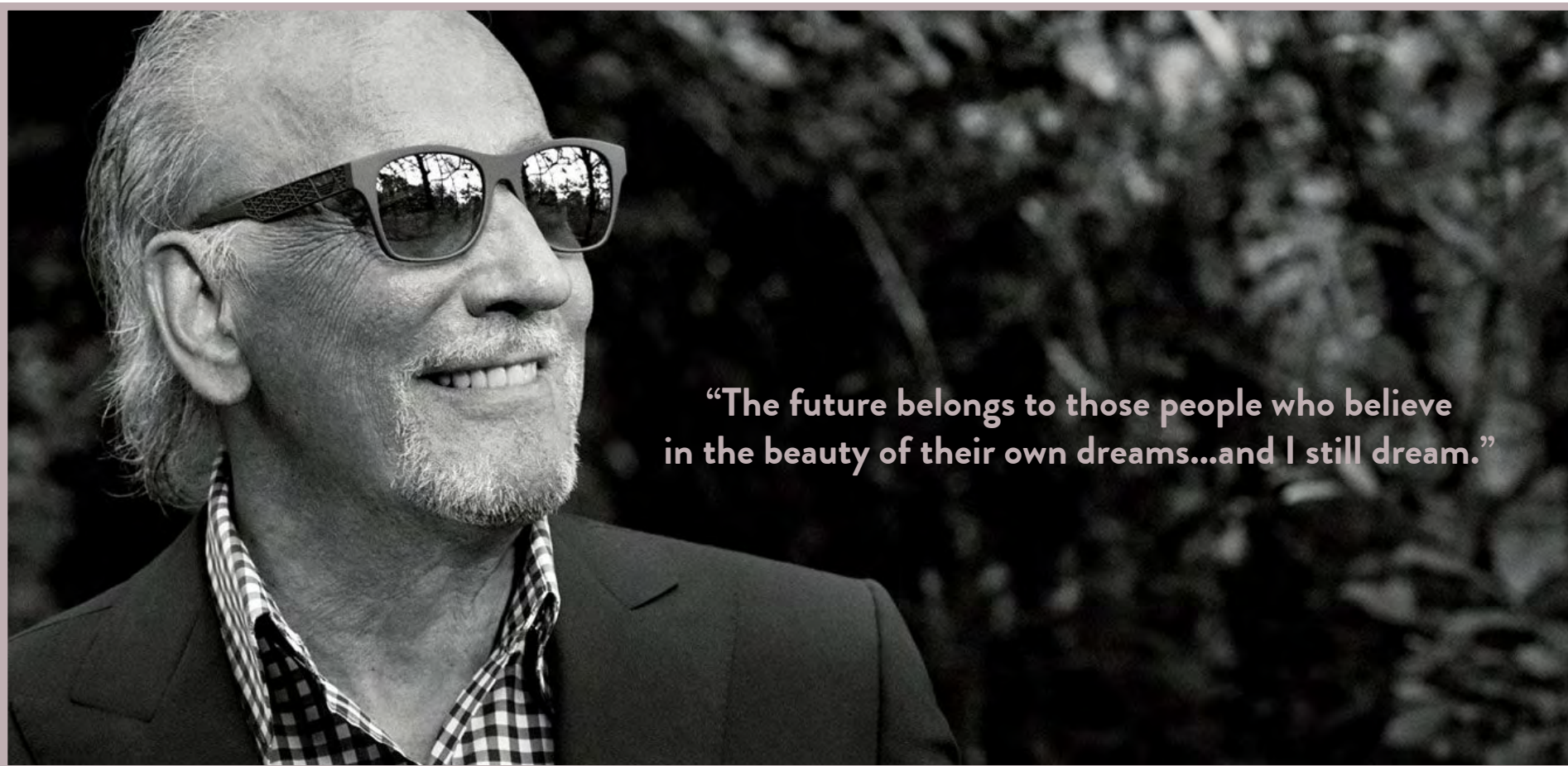
Manila

**STORE ID**

Roberto Coin creates custom scenic designs for special occasions.







**“The future belongs to those people who believe  
in the beauty of their own dreams...and I still dream.”**

**Grazie**