

GENESI

BY MARIO BUCCELLATI

Inspired by the rich heritage & craftsmanship of Italian jewelry

Story by **Mary Devine-Koval**

In the world of Italian fashion, top designers like to keep it in the family. Gucci, Versace, and Prada, to name a few, have all carried on their legacy through the generations. As for the fine jewelry world? Enter House of Buccellati. Boasting an impressive history of fine Italian craftsmanship and a long lineage of designers, Buccellati has produced high-end, luxury jewelry for decades.

When Mario Buccellati was born into this family of fine jewelry, it seemed only natural that he'd foray into jewelry design himself. Now he's bringing his unique vision to QVC with Genesi by Mario Buccellati, a stunning collection of fine jewelry influenced by his rich Italian heritage. I spoke with Mario about what inspired him to create his line and how growing up in the industry shaped his unique aesthetic.

"You could say I've been involved in the jewelry industry from the day I was born," explained Mario. "As a child, I was always around beautiful things. Women wearing glorious jewelry...our house decorated with amazing silver... that was the norm." But the beauty didn't distract Mario—it drove him. He delved into the family business at the age of seventeen, starting a series of apprenticeships and dedicating his early years to learning the discipline of jewelry design and creation.



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At the age of 25, after his father's passing, he was offered the opportunity to head the business. "I was smart enough to surround myself with a lot of people with more experience than me, and I thrived. I loved what I was doing," said Mario. After nearly 25 years as president of Buccellati, he decided it was time for a change, and that's when his journey towards creating Genesi began.

"[Genesi] was the birth of something new within me," he explained. "I wanted to create something light and airy, something forward-looking. I asked myself, 'What do I love?' I love beautiful things—colors, nature, architecture. These are the things that move

me." After years spent perfecting his own personal aesthetic and finding the best designers to carry out his vision, Genesi was born.

Mario chose the name Genesi, which—quite fittingly—is Italian for "Genesis," because it encapsulates everything about his artistic vision. He wanted to convey warmth, happiness, and joy, and the designs in this debut collection surely embody each of those elements—and more. Blending his inspirations from nature and the influence of Italian craftsmanship, Mario transforms noble metals, precious stones, and Swarovski-cut gemstones into pieces that truly capture the vivid colors and movement of the natural world.

One of the pinnacles of his journey has been his collaboration with QVC. "I'm pleased to work with an organization that's so enthusiastic about bringing my vision to life," he shared. "And I'm excited to introduce my designs to you. I hope you'll love the romance and appreciate the story behind this line!"

Shop Mario's jewelry on pages 36-37.

