

# OCEAN DRIVE

## Q&A: How Lucrezia Buccellati is Leading Her Family's Jewelry House into a New Generation

December 05, 2014 | by Galena Mosovich



She may be only 26 years old, but Lucrezia Buccellati is at the helm of one of the most distinguished jewelry houses in the world. The sprightly creative is the first female to assume the role of designer for Buccellati after four generations of leadership by men in her family. The Miami-born and New York-based protégé is poised to take her father's regal legacy to new heights at a time when Buccellati is refreshing its brand identity and entering the bridal, tech, and bespoke timepiece realms.

Make no mistake: Lucrezia's innovative spirit won't jeopardize the glamour or quality so closely associated with the Italian jewelry house while she pushes the family business into its second century of success. Lucrezia and her father, Creative Director Andrea Buccellati, recently spent a month together obsessively brainstorming and designing near the brand's flagship store on New York's Madison Avenue—and the results are captivating.

Roam amongst their timeless pieces at Buccellati's just-opened boutique at the Bal Harbour Shops; it's a fitting week to witness such a significant moment in design history as the world's art elite gather in Miami for Art Basel. As Andrea and Lucrezia mingled with fair-goers and friends at the boutique, we had the chance to speak with the passionate father-daughter duo about the past, present, and future of Buccellati.



**Your family's company is beloved for its iconic motifs and quality materials. What do you bring to the table? What's in store for the new generation of the brand?**

**LUCREZIA BUCCELLATI:** Since the beginning in 1919, two generations have always worked together. In this way you can continue a balance of bringing the brand into modern days. It's more of a soft passage from old to new, and the guidance from my father creates an



important equilibrium. I think I bring a modern touch combined with the traditions of his generation—a freshness. I'm thinking of pieces that my generation would want, like [engagement rings](#) and [iPhone](#) and [iPad](#) cases.

**Many of the pieces in your repertoire evoke a High Renaissance vibe. Is this a deliberate nod to the artists who shaped the period of the Italian masters?**

**ANDREA BUCCELLATI:** Our company's craftsmanship is from the

Renaissance. We brought the techniques used 300-400 years ago up to date with more tools than they had, but everything is inspired by the classic design. That's our legacy.

**LB:** Our iPhone case is a good example, as it features a cluster of Leonardo da Vinci's suns [each has been molded, sculpted, and encrusted with precious diamonds]. He was such a visionary, so we linked him to a piece that would reflect his modernity.

**Buccellati is based in Milan, Lucrezia, where some of da Vinci's most iconic works live. Do you feel a personal connection to the artist?**

**LB:** Yes, of course. I went to school right across the street from *The Last Supper* in the refectory of the convent of Santa Maria delle Grazie. As Italians, we live in the Renaissance.

**Each Buccellati piece is handmade and most are one-of-a-kind. How many artisans do you employ in order to meet the demand?**

**AB:** We have 200-250 artisans working with us who are part of our family. They pass the proprietary techniques from generation to generation. This style is very common for Italian business and now we're seeing increased interest from the new generation. They want to create.

**What is the most important piece of advice you've received from your father as you embark on your new position?**

**LB:** Every day I'm with him I learn something new. There are secrets to this job that you can't study and he's here to share the history with me.

**AB:** May I add that Lucrezia gives me new ideas? She makes me think in a better way, which has been the most interesting experience. I learned from my father and that was different than this. We talk and create something that's beautiful.

Read more at <http://oceandrive.com/the-latest/sponsored-post/postings/lucrezia-buccellati-on-the-next-generation-of-buccellati-jewelry#mcFfuLk5ZFAKQWdx.99>