



## ***We are all unique pieces - like the jewels of Bettina T***

Cinzia Caviglia: a family story and that touch of irony that suits every age

Milano, 16/11/2021 - There are things that we see every day and that we don't give any importance to; then there are **eyes** able to look at those things and turn them into something more. Something **unique**, precious. An accessory that strengthens with memories and meanings modeled on the wearer. These are **Bettina T's** jewels, which are born with the intent to downplay the contemporary jewel rules taking inspiration from something that normally goes unnoticed and transforming it into a sophisticated symbol. This is how a line of jewelry is born: anything but traditional and monotonous, never losing quality, because it is made in every component by skilled **craftsmen**.

Behind all this there is **Cinzia Caviglia**, founder of the brand, strong of an experience that begins even before her. It is from her mother Bettina, to whom she dedicates the name of the line, that she learns the trade, growing up in the family **Goldsmith**. The story of a **woman entrepreneur** is thus transmitted in the work of her daughter with the love for creativity, for detail and especially for the jewel. In the family business Cinzia has learned to know the market of the precious and to understand the needs of its customers, experiences that has then transformed in the careful study of a **personal product**, really able to meet the taste of the individual.

Always looking for **contaminations** of materials and signs that can solicit cultural sharing and experiences, through its **social channels** and the **website** of the line, today Cinzia is in constant **dialogue** with its customers, not only proposing its lines of jewelry but also opening to the creation of **unique pieces**, based on the requests and needs of the client.

The **fingers** of the hands that give life to creativity are the **spring** that triggered the *Industrial* line. An almost maniacal attention to the movement of that part of the body that allows us to shape and explore everything is revealed first in the study of the ergonomics of the rings. Despite the unusual look you can't even feel it thanks to a careful study of the shapes. Then, you can also find this attention in the choice of models for her jewelry.

The line at the center of her work is born in the creativity of word games and assonance, from finger to object, from word to form. "*Molly*", inspired by the spring of a **clothesline**, is a ring, a pendant or earrings. Made precious by the metals with which it is made - optionally silver or gold - and with the possibility of embedding a **diamond** or other precious stones, shape radically changes function, and the simple industrial object is celebrated in a precious jewel. "*Tin*" is instead a tab of a can, which becomes a mono earring to wear alone or combined with a brilliant, but also silver ring with diamond, for a token of love different from the classic solitary. The last of the line is



# Bettina T.

j e w e l r y

"Sfrido", the waste curl of an industrial process, which still for Cinzia is transformed into a refined symbol of manual activity, wrapping itself in a **spiral** to create an unusual and dynamic circle earring.

A play of *Duchampian* references, which is expressed not only in the names of the creations but also in their **realization**: each jewel is in fact **handmade** by skilled Roman artisans, betraying its formal aspect - that of an industrial nature - to become an authentic manual product, unique.

Unique as any jewel in the line, which also includes the *Nature* collection, dedicated to **pearls**, and especially the new **Sassi**, inspired by the **rocks** of the sea, that proposes in silver and enamel the symmetries and contrasts of a perfect balance of that summer energy that we won't lose with the arrival of winter.

The jewel of those who want to stand out, **telling their own story** and their own point of view with an object unique in its kind, able to break the rules usually reserved for goldsmiths. An accessory that - as Cinzia says - "*always carries a hint of irony - like these jewels – suits any occasion and any age*".

The jewels of Cinzia are available on the her website:

<https://www.bettinat.com/>

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