

## WHO WE ARE

STEFANO COCCONCELLI, founder CEO and art director of Anularis.

Entrepreneur and manager from Milan who has been working in the field of communication, digital and sports services for decades. Creativity and digital skills for business, sports entertainment, marketing and communication.

MARIO FIORENTINI, general manager of Anularis.

A background as a client director in large multinational communication agencies. Precision, dedication and knowledge of foreign markets, combined with a desire to always take on new challenges.

## THE TEAMWORK

Anularis® collaborates with appreciated designers, sought after for the taste and unmistakable refinement of made in Italy.

For production, it makes use of artisan goldsmiths' laboratories, which operate in the high jewellery sector. Quality control is entrusted to a master goldsmith with many years of experience.

The packaging, which is also unique, is made of innovative materials and is always an integral part of an unmistakable design.

## ABOUT ANULARIS®

Anularis conceives and produces high-end celebratory sports rings, with exclusively Italian taste, design and manufacture. The jewels are made in a limited number of pieces, commissioned by a sports club (or a club organising sports events) to celebrate a specific trophy or a significant anniversary. Noble metals and gems are decorated in the club's colours for perfect personalisation. Equally personalised is the design of the ring: it focuses on the specific goal or sporting event to be celebrated.

Custom sports rings: precious objects in limited editions, numbered and guaranteed. To be worn and collected.

Anularis is the new 'seal of prestige' in the international sports industry. It goes beyond the usual licensing and merchandising: a personalised, precious and unmistakable ring that identifies membership of the team of excellence.

Since 2019, Anularis has been responding to the wishes of the top management of some of the best-known international sports teams (in Europe, Latin America and Japan).

In football, since its inception, Anularis' customised production has involved the presidents of some of the top fifty clubs in the world, to pay homage - with our commemorative Italian sports ring - to their players, managers, the heads of golden sponsors, selected fans and collectors.

Among the most recent initiatives in Italy, Anularis® has been preferred by football clubs in Rome and basketball clubs in Milan.

Partnership with Adidas Playground Milano League, for summer 2022.

## MISSION, VISION AND VALUES

### **OUR MISSION**

Our mission is to bring rings born from the historical Italian goldsmith's tradition to the finger of those who love sport.

### **OUR VISION**

Our vision is to be able to celebrate sport with luxury, elegance and style.

### **OUR VALUES**

#### **Quality**

The rings are made with care and perfection. We always strive to make jewelry of the highest quality.

#### **Celebration**

We create unique and exclusive rings for sports celebrators to celebrate the team's victory. With our rings, we ensure that you have a memento of this special victory.

#### **Originality**

We love to try special things and think outside the box. We therefore surprise our customers with our creativity.

## CONTACT US

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