



CAROLINA BUCCI

FIRENZE



HOW TO: KEEP IT SUPER SIMPLE



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THE STORY

In 2018, when Carolina Bucci was working with the master watchmakers at Audemars Piguet to finalise the designs for her limited edition Royal Oak, she began to ask herself a hypothetical question: what would these craftsmen and craftswomen create if they were let loose in the world of fine jewellery?

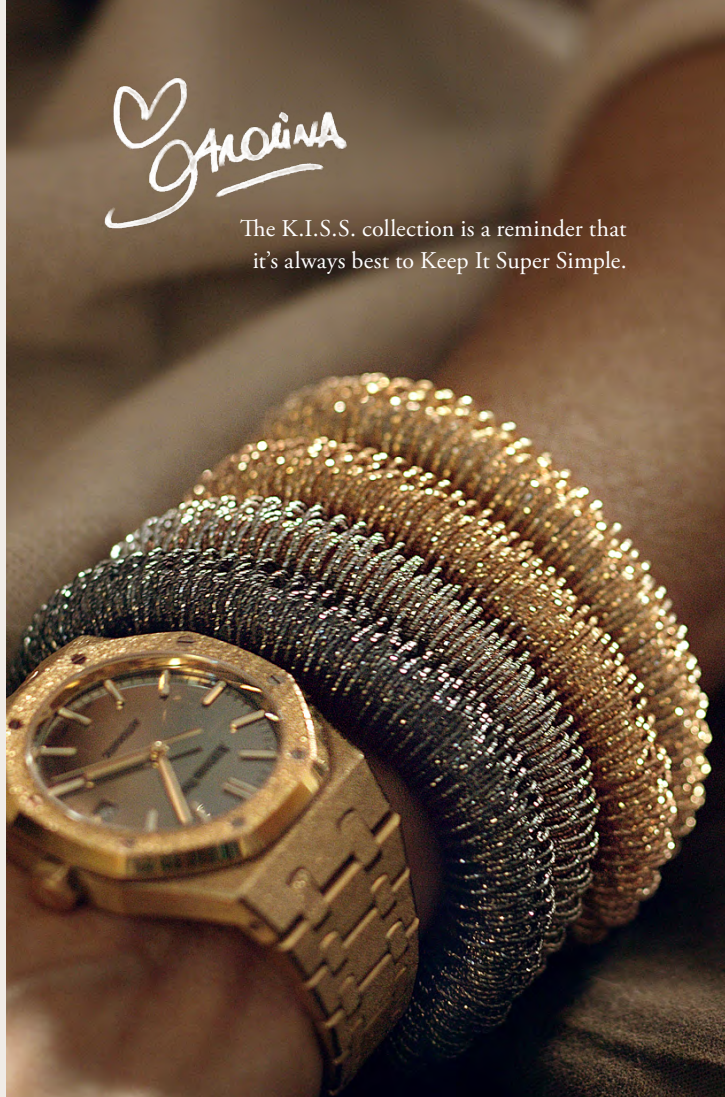
There is a word often used in high-end watchmaking to describe the technical aspects and achievements of the craft: complication. Whereas the word carries a negative meaning in most other areas of life, for the watchmaker, it is something to be pursued and acclaimed.

**Meticulously crafted,
effortlessly worn.**

At Carolina Bucci, we prefer to hide all the effort that goes into our creations. And so, along with the expert jewellers in our own Atelier, Carolina set out to design a collection inspired by her fascination with the inner workings of a watch, and centred around the theme of simplicity.

Carolina

The K.I.S.S. collection is a reminder that
it's always best to Keep It Super Simple.







K.I.S.S. COLLECTION

K.I.S.S. is a product of sheer imagination, of continually asking, 'What if...?' In this case, what if gold could become elastic?

Inspired by the balance spring at the heart of a mechanical watch, each bracelet and necklace in the collection is at its simplest, one single coil of 18k gold. Much as one tells the time on one's watch, without thinking too much about it, these pieces are designed to keep it simple.

In fact, Keep It Super Simple.
K.I.S.S.



SPRINGS OF 18K GOLD

K.I.S.S. Necklace

15 metres of 18k gold is coiled to create each of our K.I.S.S. Necklaces.



Large K.I.S.S. Bracelet

A bracelet within a bracelet... Large K.I.S.S. Bracelets contain 10 metres of 18k gold.



Small K.I.S.S. Bracelet

3 metres of 18k gold creates a Small K.I.S.S. Bracelet.





HOW TO: WEAR YOUR K.I.S.S. NECKLACE AS A BRACELET

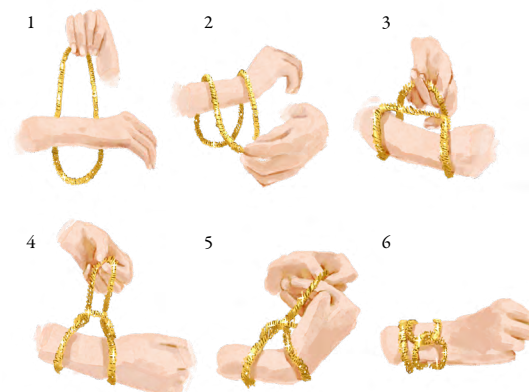
This piece can be worn around the neck, like a normal necklace, but it can also be worn as a wrap-around bracelet in three different styles.

Method 1



Remember to twist gently.

Method 2



Method 3





Keep It Super Simple.

K.I.S.S.

La CATENA

Our online magazine *La Catena*, meaning 'the chain' in Italian, is all about Carolina's world and what inspires her — friendship, travel, style, food and love... A chain of ideas that brings us closer to you.



Leandra Medine Cohen Keeps It Super Simple

What does 'simplicity' mean to you? What makes it more than just 'plain' or boring?

Lately, simplicity is the same as a sort of satisfying stillness to me. It's different from plain or boring because both seem to connote a sense of lack; that something is missing. With simplicity, it's the right amount. What it is, it's just enough.

Is there an aspect of your life that you're actively trying to simplify? Why and how?

I'm always trying to simplify my formula for getting dressed. I love fashion and clothes, and self-expression through clothes, but often find that I can get really swept up in the material minutiae of getting dressed. The ideal wardrobe to me is a capsule of no more than, like, 15-20 pieces that are interchangeable enough for me to create infinite outfits without ever needing too much space to do it.



I think one of the reasons I am so attracted to maintaining a wardrobe of sure-fire hits that are mostly basic is expressly for the jewelry. Quieter clothes lend themselves to saying something louder with jewelry. They give the jewelry a platform to really express and expose themselves, and also, I am so enchanted by how an outfit like a plain black dress can transform, depending on the jewelry. With beads you might look like you're going to the beach; with lots of metal like gold/silver, or some pearls, you might look like you're going somewhere black tie. Maybe that's dramatic, but I have this idea that jewelry is just like a punctuation mark. Is it a ? Or a ! Or a . Or a , ...

How does simplicity apply to your own jewelry collection, and how you wear it?

Simple jewelry to me = the pieces that sort of become part of you, because you never take them off.

To read more, visit [La Catena](#) on our website.



CARE

Whilst our K.I.S.S. bracelets and necklaces show great elasticity, they remain pieces of fine jewellery and should be treated as such. They are best stored in the original pouch and shouldn't be kept underneath anything heavy, including other jewellery.

Keeping your K.I.S.S. jewellery in the original pouch will also prevent unnecessary exposure to environmental pollutants or harsh light, which may cause the gold to darken.

We are more than happy to clean your 18k gold K.I.S.S. pieces at one of our stores. We do not recommend the cleaning of jewellery with treated polishing cloths or brushes.

Please contact our Customer Service team at customerservice@carolinabucci.com for more information.



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