



Grimoldi is the concrete example of Italian company, capables to model the quality of a valuable product according to the Italian flavour and style.

Anselmo, the founder, is born as goldsmith master, works for ten year as apprentice with the jewels' draughtsman master Romolo Gessi, until he feels ready to measure himself and starts his own activity in 1964.

The Grimoldi father has passed his experience to his four children, conveying love and a real passion for an important instrument in everyday life.

What we would normally refer to as watch has subject private value related. Everyday it follows us in our way.

Grimoldi has collected numerous successes and has been able to transform a passion into their main activity, operating in the watch world on an International level.

Switzerland is the most important country in the World in the production and distribution of luxury and fashion watches and Grimoldi has interpreted the styles adding an aesthetic value to the Swiss creations thanks to a refined, original and innovative design, thus ensuring the high quality of the product.

It's not easy to enter this fascinating and picky world but it's not impossible if you mix the right ingredients.

These are the ingredients: the Grimoldi's father, man of experience and wisdom who starts the way.

Roberto, the oldest son, after studing at the "Chaux de Fonds" how to become a watchmaker; he knows every single technical detail to make a good watch.

Pamela, the only daughter, collects every kind of watch and she is responsible for sales. She participates with new ideas to the creation of jewels.

Cesare, the youngest son, manages the commercial activity and purchases. He's always very careful to the new fashion tendencies.

Giorgio is the artist, always involved in design as his father. He was only 14 years old when he drew his first Grimoldi watch.

Thanks to his knowledge in watches and his passion for design, it's been easy to pass from the industrial design world to the creation of a real Grimoldi collection of watches and jewels.

The philosophy of the Grimoldi company is heading to the emotional satisfaction of their customers. They want people to buy their art-works to be happy because those are "joyful objects" with a classical touch.

The proposed colours ensure them a wide range of customers; the "classical" satisfied by plain coloured watches and "trendy" one by the brightful coloured ones.