

REALITY TELEVISION SERIES

THE JEWELRY ARTIST

EVERY PIECE OF JEWELRY IS A WORK OF
ART WITH A JOURNEY AND A STORY.



PITCH DECK

2021



Annalisa Cervi Custom Design



Ethically Sourced Stones & Metals

THE HOST

Annalisa Cervi is an International jewelry designer. She splits her time between Manhattan and Los Angeles. She has designed jewelry for Fashion Icons, such as Ralph Lauren, David Yurman, and more. Her one-of-a-kind pieces grace the Red Carpet and Royalty.

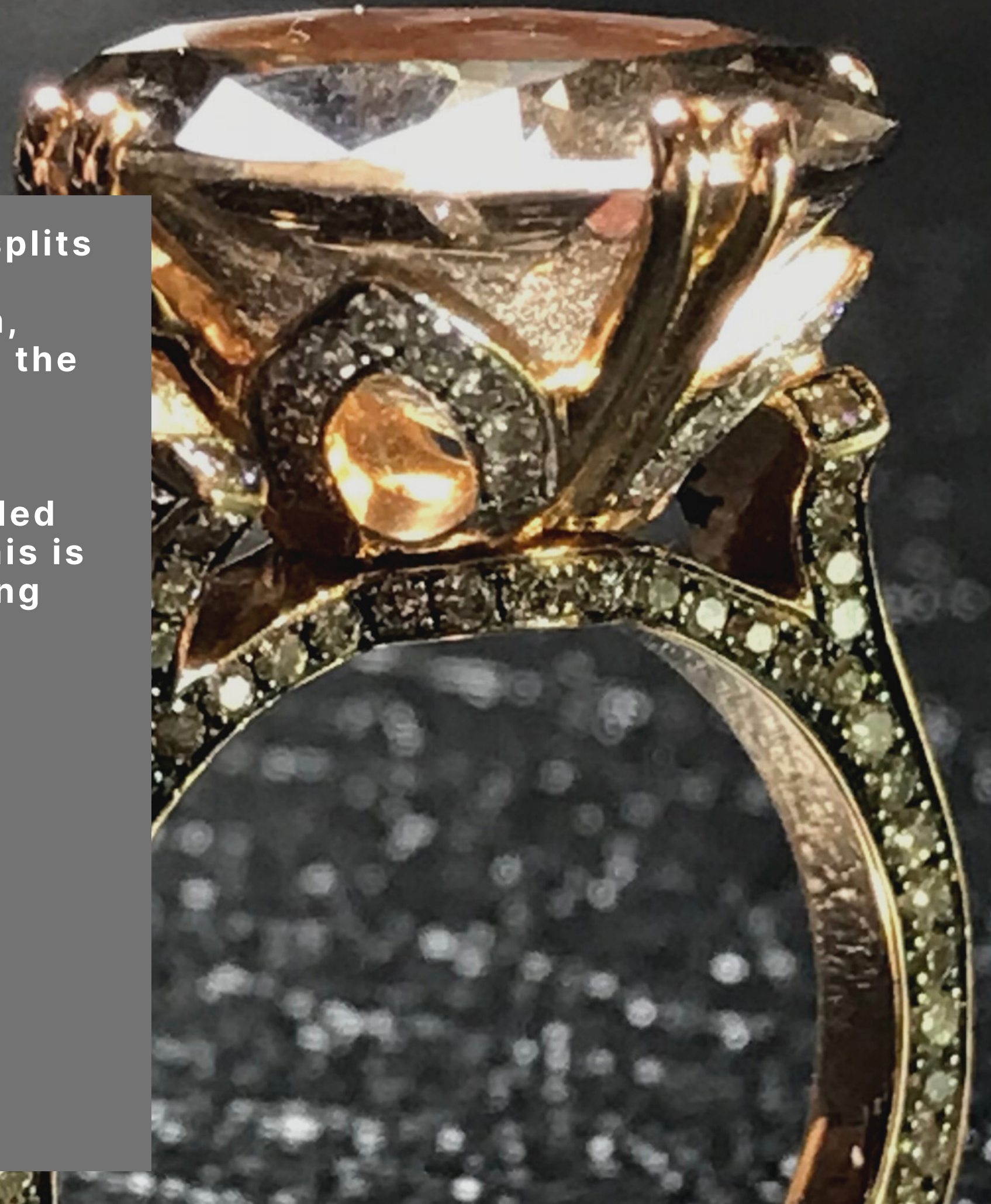
The most exquisite high-end jewelry in the world is manufactured in the Piedmont region of Italy in a city called Valenza known as the "The Golden City." For centuries this is where skilled artisans have dedicated their lives to forging precious metals and creating breathtaking jewels.

Annalisa was born and trained in Valenza. She is the 3rd generation of jewelry manufacturers in her family.

Annalisa's team of Master Jewelers is fully committed to keeping the art and craft of Italian fine jewelry alive.

"From new and vibrant ideas to one-of-a-kind heirlooms, we approach every piece as a unique opportunity to bring priceless treasures back to life."

-- Annalisa Cervi





Priceless Heirlooms and One-of-a-Kind Jewelry Designs

THE SHOW

On THE JEWELRY ARTIST, Jewelry Designer Annalisa Cervi opens the doors to her Brownstone studio to share the world of the custom jewelry industry while creating unparalleled pieces for her clients using ethically sourced diamonds and fair-mined gold. Annalisa creates a warm environment for her clients to share their heartfelt stories and aspirations for the items they bring in for her individual touch.

THE JEWELRY ARTIST is the bridge between precious stones and metals and the emotional journey of each client. After hearing the client's vision, whether it's a proposal, a sweet sixteen, or an anniversary gift, Annalisa breaths new life into family heirlooms and damaged jewelry or creates new pieces.

Each client that Annalisa meets, each jewel that she creates, has a unique story full of emotions. Annalisa bottles these emotions and merges each client's needs and wants into every design.

THE JEWELRY ARTIST captures the range of emotions held in a jewel. A lifetime of memories is carried within each of these tiny treasures -- moments of joy, sadness, or commitment. Jewelry is not just something that sparkles - jewelry is a vessel that carries the deepest wishes of the soul. THE JEWELRY ARTIST will take its viewers on a journey where they will experience those sentiments right alongside Annalisa's team and their clients.

The stories brought to Annalisa and her team to restore or craft anew is what THE JEWELRY ARTIST is about. This show unveils the journey of these heartfelt stories, delivering them in ways that are relatable and captivating.

These creations and their individual journeys coupled with the interpersonal relationships between Annalisa and her team are the heartbeat of The Jewelry Artist!

Annalisa not only shares her client's stories on the show, but she will share her personal story and the journey with Marco Rametti, her partner in both life and work. Alongside Marco, Annalisa battles to keep Italian Jewelry art, tradition, and craftsmanship (learned from their parents and grandparents) alive, in a world where those values are disappearing.



Every piece of jewelry has a story to tell.

COMPS

The Repair Shop (Netflix) meets Magnolia (HGTV)

With elements of:

Fixer Upper (Hulu/HGTV)

American Restoration (Pluto TV)

Property Brothers (Hulu/HGTV)

Queer Eye for the Straight Guy (Bravo)





Follow the journey from vision to creation...

THE CONCEPT

"Clients bring their love, devotion, and vision for a piece. The Jewelry Artist combines their dedication with master craftsmanship, creating timeless pieces to pass down from generation to generation."

The concept of THE JEWELRY ARTIST is to show what an important role jewelry has in our lives. Each piece carries messages, meanings, memories, promises, and more. It expresses who we are and how much someone means to us. The way to express this concept is by sharing the journey that's hiding behind every single piece of jewelry.

THE JEWELRY ARTIST isn't just about the story of the giver and the receiver: it's about the skilled hands that design, carve, fabricate, forge, and set each stone. Each master jeweler and stone setter puts a bit of their own story into the creation of a piece.

The final result is more than an object made of metal and stones -- it is a true treasure made from resources that are obtained upholding human rights and responsible practices.

Annalisa's mission is to educate consumers and viewers on how critical it is to understand the importance of ethically sourced materials by giving a glimpse into the choices one can personally make when purchasing jewelry.





...from design to emotional reveal.

THE VISION

THE JEWELRY ARTIST started with a two-day event Annalisa organized in various jewelry stores around the country, created to give customers an opportunity to bring in their old jewelry or stones for a re-designing session.

During those events, Annalisa discovered just how much people enjoy personally engaging with a designer. She witnessed the personal attachment each person had with their individual pieces as they revealed their stories and desire to repurpose their old jewelry into new, meaningful treasures.

Witnessing how her designs and creations made such a positive impact on these people's lives was a revelation for Annalisa. The smiles, the tears of joy, and the surprised expressions on her client's faces were priceless moments for her. Annalisa decided this opportunity should not be limited to sporadic events. Annalisa decided to open the door of her studio to anyone with a treasure to restore or a dream to have crafted into reality.





...from workshop to intended purpose.

HOW IT WORKS



We all have jewelry that hasn't been worn in years, whether it's missing a stone, or just isn't that exciting anymore.

Whether it's a stone purchased on a trip that never made it to be set, or a ring passed down from mother to daughter for generations that has been damaged along the way, this is where THE JEWELRY ARTIST steps in, restoring and redesigning gems and metals to their former glory.

Even if it's just an idea for a piece made specifically for a special occasion, The Jewelry Artist will craft their client's vision into reality.

Follow THE JEWELRY ARTIST as Annalisa and her team of Master Jewelers create one-of-a-kind individualized treasures.

"During this process, I touch my customer's lives directly. I listen to their stories as I design alongside them, sharing my own insights. Through each piece of jewelry I create for them, we share a very important moment of their story with the audience."

-- Annalisa Cervi

HOW IT WORKS CONTINUED

It is not always the destination, but rather the journey that matters: Annalisa gets up close and personal with each client. She listens to their stories, visions, and expectations for each project; and she melds these aspirations with traditional European jewelry making like a ceramicist molds clay.

THE JEWELRY ARTIST combines Annalisa's artistic process with an insider's peek at the craftsmanship behind those jewels we often admire behind store windows or gracing the wrist at the next table.

The process starts with Annalisa's one-of-a-kind designs, Marco's master jewelry skills, and Ari's amazing skills setting every stone, and ends with a surprise reveal as a client slips a newly transformed necklace around his beloved's neck. We'll feel the adoration as a wife hands her husband her father's newly restored, jeweled watch.

THE JEWELRY ARTIST will remind us of the passion, love, joy, and hard work that stands behind every piece of jewelry.



Witness the emotion behind the process.

SHOW FORMAT

Each new episode starts with a client's needs and wants: repurposing an old piece of jewelry, creating a new design for a special occasion, or repairing a family treasure.

Annalisa will design in front of us with her clients, listening closely to what each piece represents to the client or what they desire to achieve with the creation. Once Annalisa is sure she has captured exactly what the client envisions on paper, her team will start to work on the fabrication of the piece. They will recycle and re-use gold and stones from the original piece and will source new materials - all sustainable and traceable.

Marco transforms Annalisa's design into reality, and Ari sets the perfect gem, carefully selected for the design.

During the process, we are given an insider's peek into the jewelry industry, educated about precious fair-mined metals and ethically-sourced gems, and given the history and culture of gemstones.

The journey ends with an emotional reveal to the client as we take part in watching their dreams come true on **THE JEWELRY ARTIST!**





EACH EPISODE INCLUDES

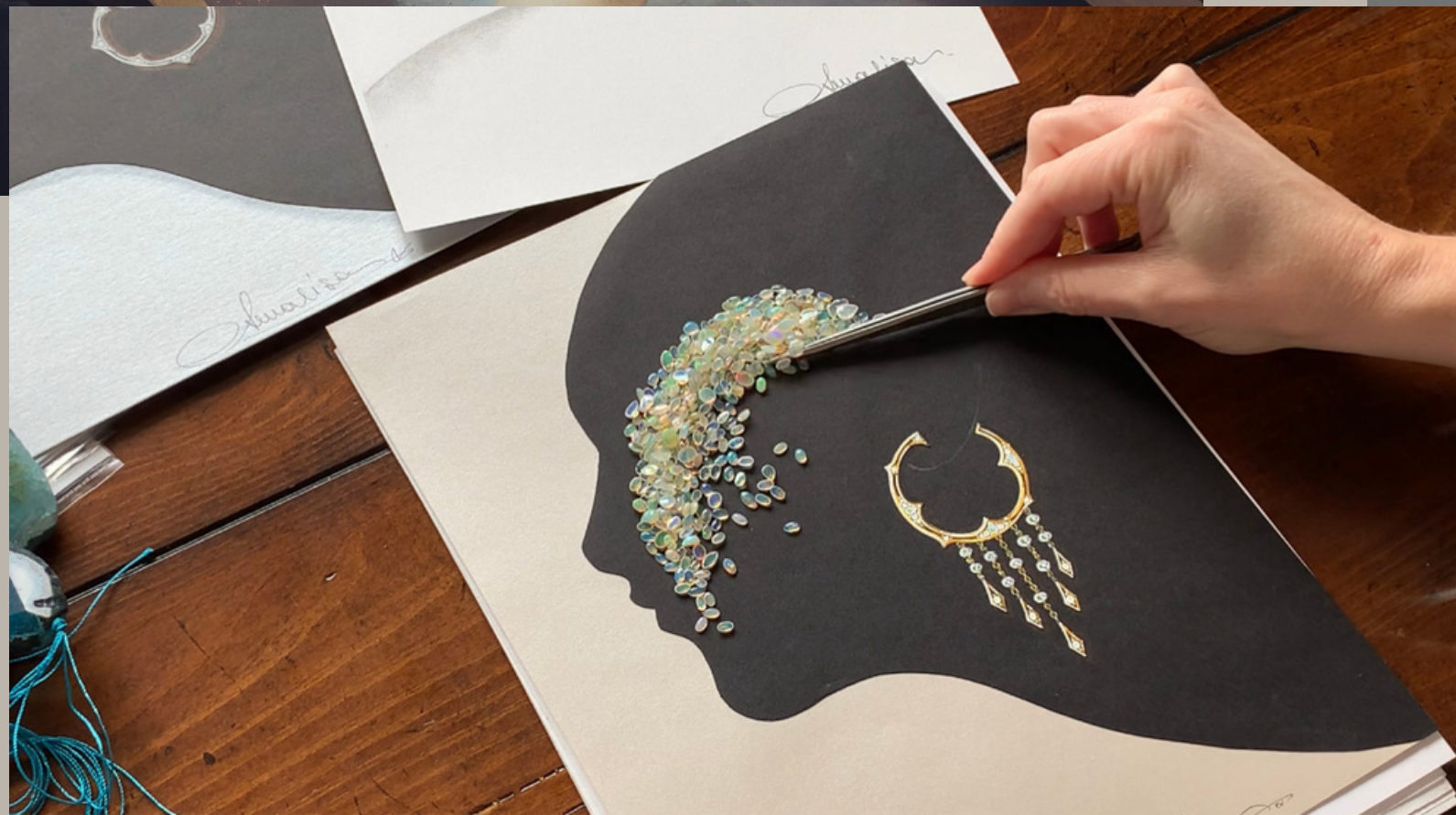
THE JEWELRY ARTIST takes the viewer on a journey where they will discover what happens “behind the scenes” of a jewelry workshop.

Each episode starts with Annalisa's analysis of a jewel brought in from a client for repair or a client seeking to repurpose an old item. Maybe the client has an idea for a new creation they would like to have developed. Annalisa helps them discover the best design that reflects what they want to achieve and communicate.

Annalisa navigates and educates both the viewer and the client on all the unexpected problems that can happen during the manufacturing process, as well as how and why she chooses the labs and resources she uses for her designs.

What if the stone breaks or she discovers it's a fake? What if the metal cracks or is irreparable? What is the importance of a vegan lab-generated diamond?

All of the emotions that build up during the process will be shared during each episode, creating a rollercoaster of feelings until the tears of joy fall from the final reveal at the end of each episode.





Experience the craftsmanship behind each piece.



MEET THE TEAM



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