



DREAMBOULE

T H E F U S I O N O F A R T S

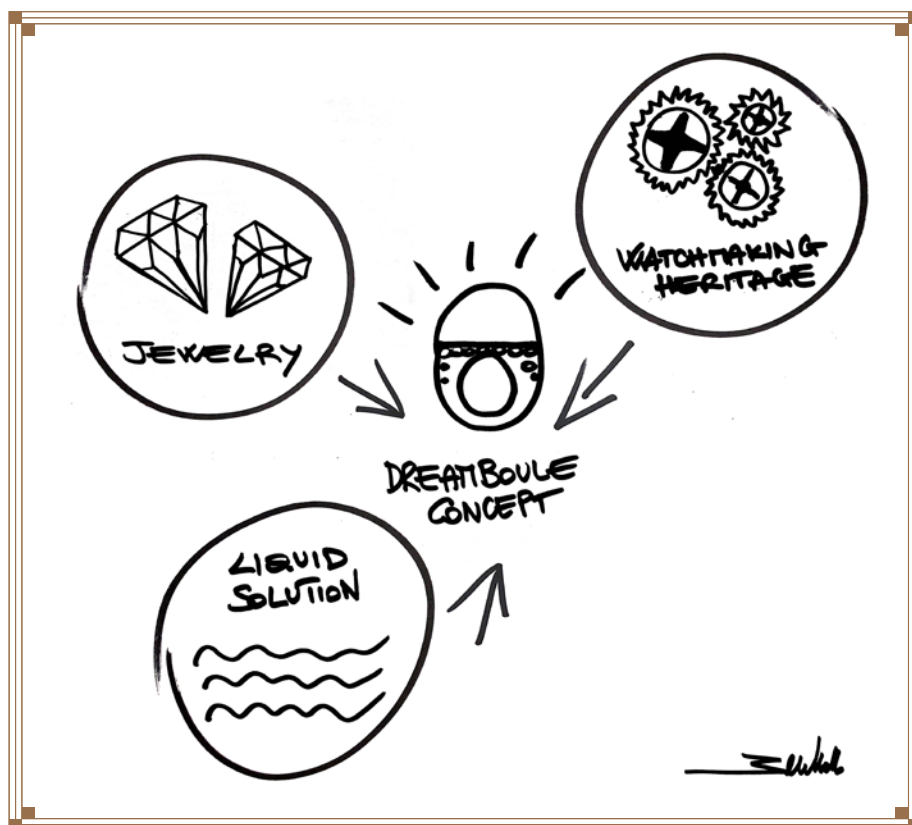
Watchmaking heritage,
alchemy of liquids
and high jewelry





THE FUSION OF ARTS

*Watchmaking heritage,
alchemy of liquids
and high jewelry*



For the very first time in the industry, Dreamboule stands as the ingenious synthesis between watchmaking and high-jewelry through the dynamic element of a liquid solution.

4 intense years of research and development have been required to bring the vision to technical perfection.

A revolution in the world of jewellery.

A precious, opulent, stunning ring
enriched by the experience and a precision of a watchmaker.
The first ring that changes the rules of elegance,
that shows a world within a world.

designed and assembled in Brera, the historic heart of Milan, Italy.
Now you can discover it. Here.

THE DESIGNER



*Beniamino Crocco, Founder,
President & Chief Creative Director*

Born in Milan, Beniamino Crocco breathes the dynamics of the universe of Haute Horlogerie since childhood. Graduated in Industrial Design, Ben decided to remain in the university environment as a university researcher in the communication sector. After this experience he founded "Circus Design" in Milan, a design studio mainly dedicated to furnishing accessories, furnishing and objects. His knowledge of the high Swiss watchmaking leads him to work for notorious watch brands as Watch Designer in both Milan and La Chaux-de-Fonds.

In 2004 Ben decided to move to the family business in Geneva and lived a key experience while relaunching the Hublot brand thanks to the famous Big Bang model, alongside Jean-Claude Biver and Ricardo Guadalupe. In 2008 he returned to Milan, to his beloved Brera with his wife Katerina and inaugurates, Nerone, a boutique selling Hublot watches in addition to jewellery collections offering exclusive high-class and rare craftsmanship and unique pieces that are characterized by the meticulous research of precious materials and combinations, of the Orient and contemporary West.

In 2018 after years of experience, Dreamboule is born. A new and ancient history that combine the knowhow and experience to Beniamino Crocco's endless imagination. Now a protagonist in the world of beauty.

THE IDENTITY

The values

Strong originality, unrestrained creativity, spirit of experimentation and innovation are the values Dreamboule believes in. For the first time in the industry, Dreamboule applies the Swiss savoir-faire of mechanical art of watchmaking to Italian goldsmiths tradition and design.

The result is a poetical yet technical jewel, where emotional suggestion is inspired through technical research and mechanical perfection.

That is what happens in a high-watchmaking creation.

As to beat the wear of time, Dreamboule creations enhance precious imaginative sceneries, protecting them under sapphire crystal and encompassed in the Dream Solution that gives a magic slow-motion effect to the gold flakes.

How to build a dream: when technique meets poetry

Dreamboule is an Italian high-jewelry brand based in Milan. Atelier Dreamboule is in Brera, the historical district of intellectual research, artistic experimentation and trend-setting.

Dreamboule embodies a unique and unconventional vision of high-jewelry, by challenging the rules of contemporary luxury and rewriting new standards of beauty.

Dreamboule values are innovation, uniqueness, unrestricted imagination, materials experimentation and the merge of opposites.

Through intuition and passion for design, Dreamboule combines together the mechanical art of Swiss high-watchmaking and the best Italian goldsmith tradition, for the first time in the industry.

After 3 years and a half of research and development combining watchmaking and jewelry, the result are revolutionary jewels, where mechanics create beauty and technicity suggests poetry. This is Dreamboule paradox of building a dream.

The fusion of arts: watchmaking heritage, alchemy of liquids and high jewelry

Dreamboule enhances suggestive and **precious sceneries** by putting them under Swiss made **sapphire cabochon** and encompassed in a liquid **Dream Solution** for a fluid slow-motion effect of the **24k gold flakes**, as to preserve the jewel from the wear and tear of time.

As a true work of art, over 18 laborious procedures are needed to create the Dreamboule ring, involving over 240 hours of meticulous craftsmanship.

SAPPHIRE CABOCHON

The Swiss made sapphire cabochon is highly robust, with correct distortion index, anti-reflective and anti-scratch.

It required numerous tests before reaching perfection.

The sapphire cabochon strongly protects the dream that holds and aesthetically highlights it.

DREAM SOLUTION

The Dream Solution is a secret fluid formulated to give an iconic slow-motion effect to the moving components inside the ring. The special density of the Dream Solution creates an intimate dreamlike metric of time inside the ring. Also, the secret ingredients of this alchemical solution preserve all components inside the crystal.

SCENERY

Sceneries are over 100, each one creating its own precious story, evoking its own memory, suggesting its own dream. Each precious stone is delicately selected and crafted to meet the needs of the scenery and 90 hours of high-craftmanship are required to give birth to each enchanting scenery. Our bases are up to 46k and 33 mm diameter, very uncommonly generous dimensions in the industry, and are perfectly cut to obtain a maximum of 110 facets. All Dreamboule diamonds are VS1, color G.

The solitaires hold the G.I.A. certificate, proof of supreme quality. Thanks to the special density of the Dream Solution, colors and shapes of the scenery acquire a new light.

PAILLETES D'OR

Each ring contains impalpable 24k gold flakes that create an iconic slow-motion movement within the sapphire cabochon.

Over 8 processing steps and 120 hours of labor of an ancient *metier d'art* dating back to 1830, are required to achieve the radiant and timeless lightness of these delicate gold leaves.

The gold flakes come from a historic factory that took part to the construction of the Statue of Liberty and that is located in a countryside village in the South of France. The alloy of paillettes and poudre is 24k gold, purer than the gold commonly used in the industry.

KEY-WORDS AND TAGLINES



Originality

Italian Design

Goldsmiths Tradition

Spirit of innovation

Swiss Savoir-faire

Watchmaking heritage

Experimentation

THE FUSION OF ARTS

*Watchmaking heritage, alchemy
of liquids and high jewelry*


A WORLD WITHIN A WORLD

A REVOLUTIONARY RING


A COMPLEX AESTHETIC OF SPARKLING BEAUTY

THE DNA

Four key-elements




Sapphire Cabochon



Dream Solution



Paillettes d'Or



Scenery



Sapphire crystal cabochon



Anti-reflective

High robustness

Right index of distortion

Swiss made

Anti-scratch

The natural sapphire crystal cabochon is a key component of Dreamboule high jewelry of dreams, as it embraces the precious world beating inside.

The sapphire crystal cabochon is needed both aesthetically and functionally.

In fact, it magnifies, highlights and protects the dream scenery and the precious stones. The glass is scratch-proof, highly resistant, anti-reflective and has a correct index of image distortion.

Each sapphire crystal cabochon has undergone numerous stress tests, so as to be completely resilient to external treatments and conditions.



Dream Solution



Slow-motion effect

Protect the jewel

Swiss made

Special density

Neutral solution

Preserve

After 4 years of research and development,
a magical liquid formula is born: the Dream Solution.

This secret formula has a special density to create
the slow flow of dreams, emotions and memories.

Dream Solution gives a slow-motion movement
to the dynamic elements within the jewel, in contrast
to the fast-paced world of today.

Further, Dream Solution has the power to preserve
and protect the precious scenery and gemstones
from the wear and tear of time.



Paillettes d'Or



Iconic movement

24K Gold

Impalpable lightness

Venice made

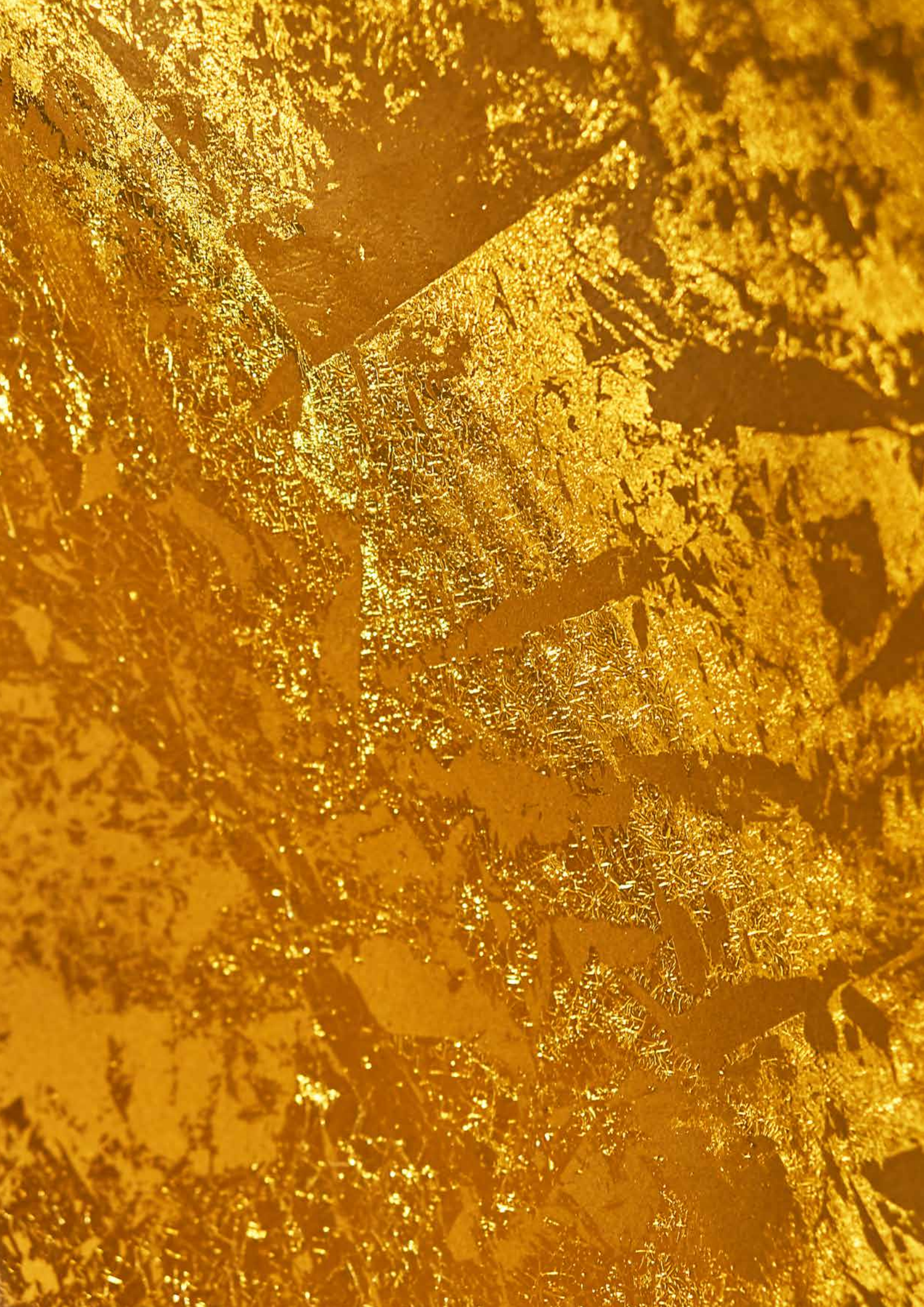
Gold flakes

The paillettes d'or are Dreamboule iconic trademark.
Impalpable gold flakes create the poetic movement within the jewel.

The production process is very complex and requires not only the perfect metal formula, but also special expertises from the goldsmiths tradition dating back to 1800.

A unique alloy mix is needed in order to achieve a radiant, joyful and ethereal lightness of the delicate gold flakes.

The paillettes d'or are 24 carats gold, purer than the gold commonly used in the industry today.



Dream scenery



Over 150 sceneries

Handcrafted

Art

Designed and Made in Italy

Inspired by nature

Childhood memories

Fantasy

Countless sceneries, each one evoking a precious story,
an intimate memory, a visionary dream.

The scenery is imagined and designed at Atelier Dreamboule in Milan.
Then, all elements are crafted in artisanal laboratories in Valenza,
the Italian goldsmith area famous for the exquisite craftsmanship
in high-jewelry creations.

The scenery is made of 18K white and rose gold, diamonds VS1, color G
or G.I.A. certificated, proof of supreme quality.

As landscape of each scenery, a precious stone base is selected and
crafted. Generously large, the base is up to 46K and 33mm diameter,
flawlessly cut to obtain a maximum of 110 shining facets.



THE LABORATORY

The fusion of arts



Behind a dream there is always a challenge. Behind Dreamboule there are **4 years of research and development**: this is Dreamboule LAB.

Dreamboule LAB combines the expertise of watchmakers, goldsmiths and chemists. Each component is studied, developed and manufactured ad hoc for Dreamboule, before being assembled by hand.

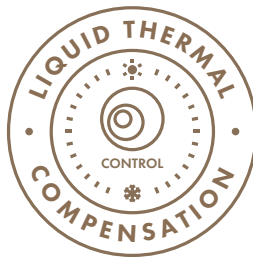
Each creation is tested **3 ATM waterproof**, thanks to the Luxurious Container hidden inside the jewel. Intense study, research and testing has been required to reach the **control of thermal compensation** of the Dream Solution.

Each creation has a **Serial Number**, allowing technical assistance during the entire life of the jewel.

Dreamboule is an **International Registered Design**.



Each jewel passes a waterproof test at 3 ATM thanks to the Luxurious Container and fitted gaskets, screws and grafts which complete and 100% seals the Dreamboule world.



The jewel controls the thermal compensation of the Dream Solution, thanks to the dynamic bubble that lies on the top of the crystal dome.

The bubble changes in size according to different temperature and pressure conditions. A further system of control of thermal compensation is hidden inside the Body Ring and directly activates when, at certain extreme conditions, the dynamic bubble disappears.



The Serial Number is unique to each creation and allows to identify the piece, in order to give the most excellent assistance service.



The Serial Number allows the Dreamboule client to register on dreamboule.com and add 1 year extra to the 2 years of standard warranty.



HOW TO BUILD A DREAM



Dreamboule high jewelry of dreams is a masterpiece of jewelry design.
An extremely refined system of different components is assembled by
hand in the Laboratory of Brera, Milan.

A coordinated team of watchmakers, goldsmiths and chemists
sybiotically work to give life to the magic.

This is the fusion of arts by Dreamboule.



BUBBLE LINE 16 MM



BLOOM CHIC&SHINE COLLECTION

Ring, bracelet and necklace crafted in 18K rose gold, white diamonds, rubies, concave-cut white mother of pearl, 24K rose gold flakes, Dream Solution, sapphire crystal.



BUBBLE LINE 16 MM

The Bubble Line 16mm has a delicate yet iconic design for the irreducible dreamer. Crafted in 18K gold, the jewel is embellished by a pavé of up to 104 diamonds and precious stones, thematically different basing on the subject of the dream scenery secured under the sapphire crystal and immersed in the liquid Dream Solution.

BUBBLE LINE

16 MM



DIAMONDS

FREE & FUN COLLECTION

Crafted in 18K rose or white gold, white or champagne diamonds, un-set pink sapphires, emeralds, blue sapphires or orange sapphires, sapphire crystal.



BUBBLE LINE 16 MM

The Free&Fun collection gives life to cheerful and colorful dreams of joy and freedom. Un-set diamonds and precious stones play together, collide, slide and bounce around under the sapphire crystal dome. The stage of these irresistible games of lights, refractions and sounds are flat-cut multicolor moonstones and sapphires, jades, ruby roots and full diamonds concave pavé.

CLASSIC LINE 20 MM



DREAM
SOLUTION
FREE

SOLITAIRE
FREE & FUN COLLECTION

Rings crafted in 18K rose gold, un-set white diamonds, blue sapphires, emeralds or champagne diamonds.



CLASSIC LINE 20 MM

The Classic Line 20mm is the epitome of the understated yet bold design thanks to the smooth shape, for the refined dreamer. The Classic Line 20mm jewel is crafted in 18K gold. The jewel body is adorned with a shaded pavé of 141 diamonds and precious stones that surround and magnify the dream scenery enclosed inside the sapphire crystal dome.

CLASSIC LINE

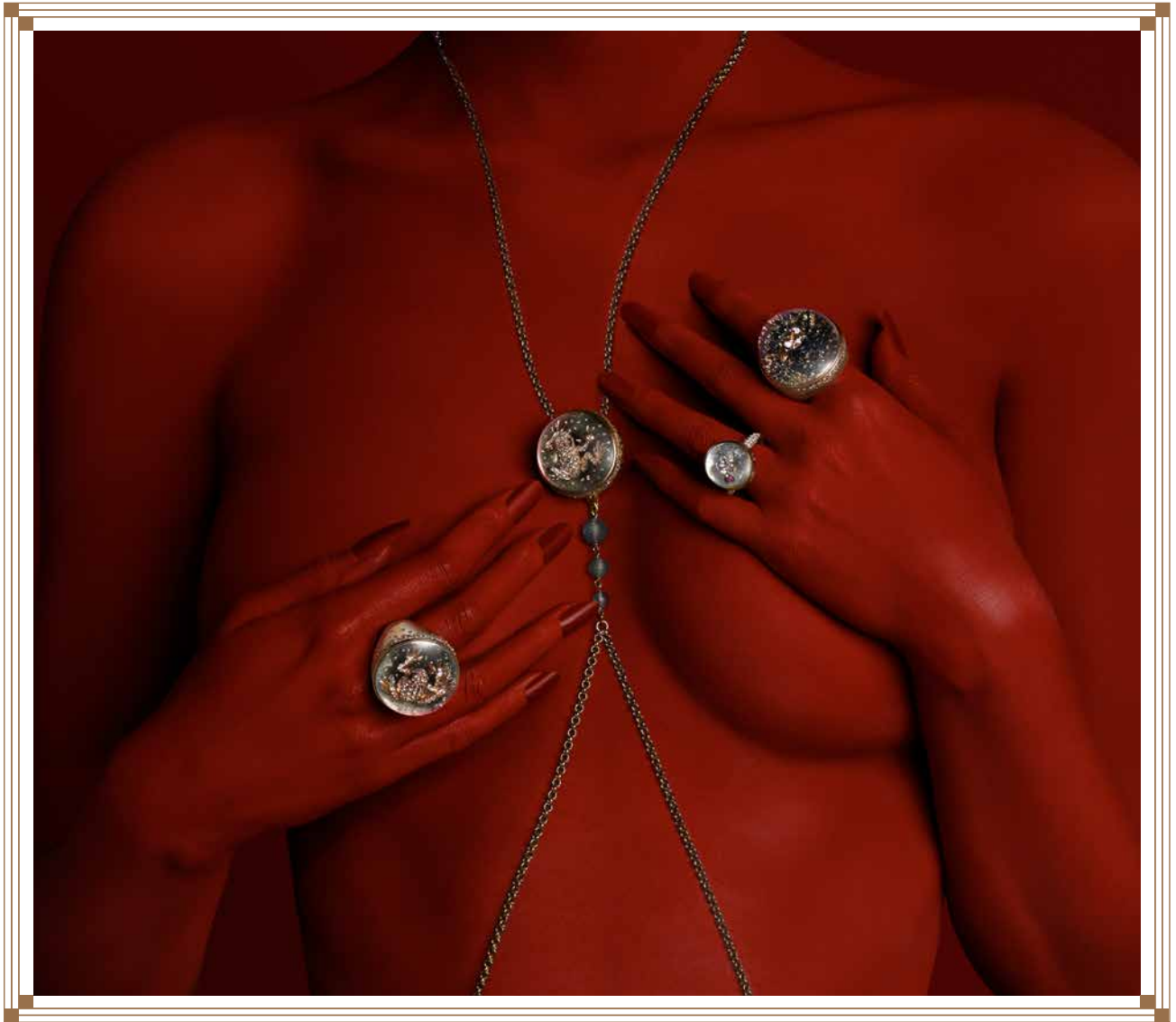
28 MM



FROG

LIVELY & LOVELY COLLECTION

Parure of ring and necklace crafted in 18K rose gold, white diamonds, black diamonds, faceted-cut labradorite, 24K rose gold flakes, Dream Solution, sapphire crystal.



CLASSIC LINE 28 MM

The Classic Line 28mm is characterized by a timeless and everlasting design for the refined dreamer. The Classic Line 28mm jewel is crafted in 18K gold. The jewel body is embellished with a shaded pavé of 98 diamonds and precious stones that surround and enhance the dream scenery hold inside the sapphire crystal dome and immersed in the liquid Dream Solution.

SUPERB LINE

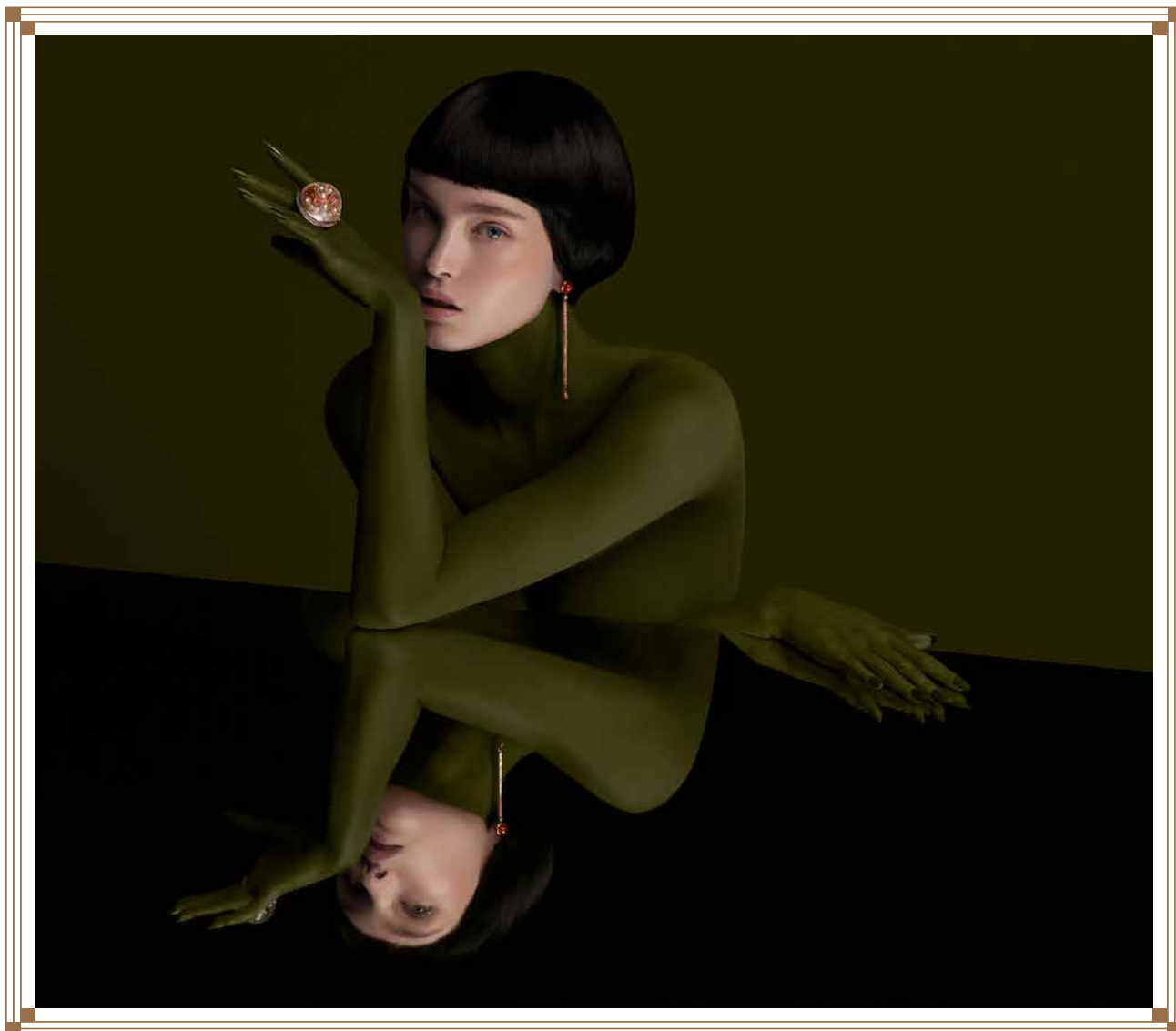
36 MM



NEMO AND PEARLS

CHIC & SHINE COLLECTION

Ring crafted in 18K rose gold, white diamonds, black diamonds, orange sapphires, white pearls, 24K rose gold flakes, Dream Solution, sapphire crystal.
Paired with earrings crafted in 18K rose gold, pink sapphires, faceted-cut mother of pearl.



SUPERB LINE 36 MM

The Superb Line has a very distinctive, vigorous and abundant design for the extravagant dreamer. The Superb Line jewel is crafted in 18K gold, titanium/gold or vintage bronze. The design is characterized by the bezel adorned with a pavé of 185 diamonds and precious stones. The bezel surrounds and enhances the beauty of the dream scenery protected inside the sapphire crystal dome and immersed in the liquid Dream Solution.

HIGH JEWELRY



SUPERB LINE 36 MM
CLASSIC LINE 28 MM
CLASSIC LINE 20 MM
BUBBLE LINE 16 MM



SNAKE AND PEARL
Chic & Shine collection
SUPERB LINE 36 mm

18k white gold 60.09 gr, white diamonds 2.89 ct, grey Tahitian pearl 12.7mm, flat-cut white mother of pearl 33mm, 24k white gold flakes, Dream Solution, sapphire crystal.



LOVE
Lively & Lovely collection
CLASSIC LINE 28 mm

18k rose gold 48.63 gr, white diamonds 0.02 ct, rubies 2.37 ct, faceted-cut ruby root 31.7 ct, 24k rose gold flakes, Dream Solution, sapphire crystal.



SOLITAIRE
Free & Fun collection
CLASSIC LINE 20 mm

18k white gold 37.91 gr, white diamonds 2.86 ct, flat-cut black volcanic stone 15 mm, sapphire crystal.



FROG
Lively & Lovely collection
BUBBLE LINE 16 mm

18k rose gold 13.80 gr, white diamonds 0.08 ct, tsavorites 1.57 ct, faceted-cut natural jade 6.10 ct, 24k rose gold flakes, Dream Solution, sapphire crystal.

JEWELRY



★ Sweet ★

★ Rebel ★

★ Star ★

STAR LINE

DREAMBOULE



Necklaces CABOCHON/CABOCHON
CHIC & SHINE collection
STAR LINE

18k white gold 5.76 gr, white diamonds 0.23 ct,
white mother of pearl.

Necklaces FULL GOLD
CHIC & SHINE collection
STAR LINE

18k white gold 13.98 gr, white diamonds 0.47 ct.



Bracelet GOLD/CABOCHON
Chic & Shine collection
STAR LINE

18k white gold 25.82 gr, white diamonds 0.85 ct,
white mother of pearl.



Ring OPEN GOLD/CABOCHON
Chic & Shine collection
STAR LINE

118k white gold 14.09 gr, white diamonds 1.34 ct,
white mother of pearl.



Ring FULL GOLD
Chic & Shine collection
STAR LINE

18k white gold 13.49 gr, white diamonds 0.44 ct.



Ring GOLD/CABOCHON
Chic & Shine collection
STAR LINE

18k white gold 7.89 gr, white diamonds 0.37 ct,
white mother of pearl.

*Bentley loves
Dreamboule*



BENTLEY 100 YEARS CELEBRATION

CLASSIC LINE 28, CHIC&SHINE



Bentley Motors celebrates 100 years of passion and excellence and chooses the visionary jewelry art of Dreamboule. The unique ring Bentley 100 Years Celebration captures forever those visionary dreams that create passion and elevate to excellence. Aesthetic code of the Milanese Maison and symbol of passion and good luck, a couple of ladybugs in rubies lightly touches the jewel, while the iconic gold flakes twirl in the liquid Dream Solution under the sapphire crystal dome. Crafted in 18K white gold, white diamonds, rubies, black diamonds, 24K white gold flakes, white mother of pearl, black volcanic stone.



DREAMBOULE

MILANO



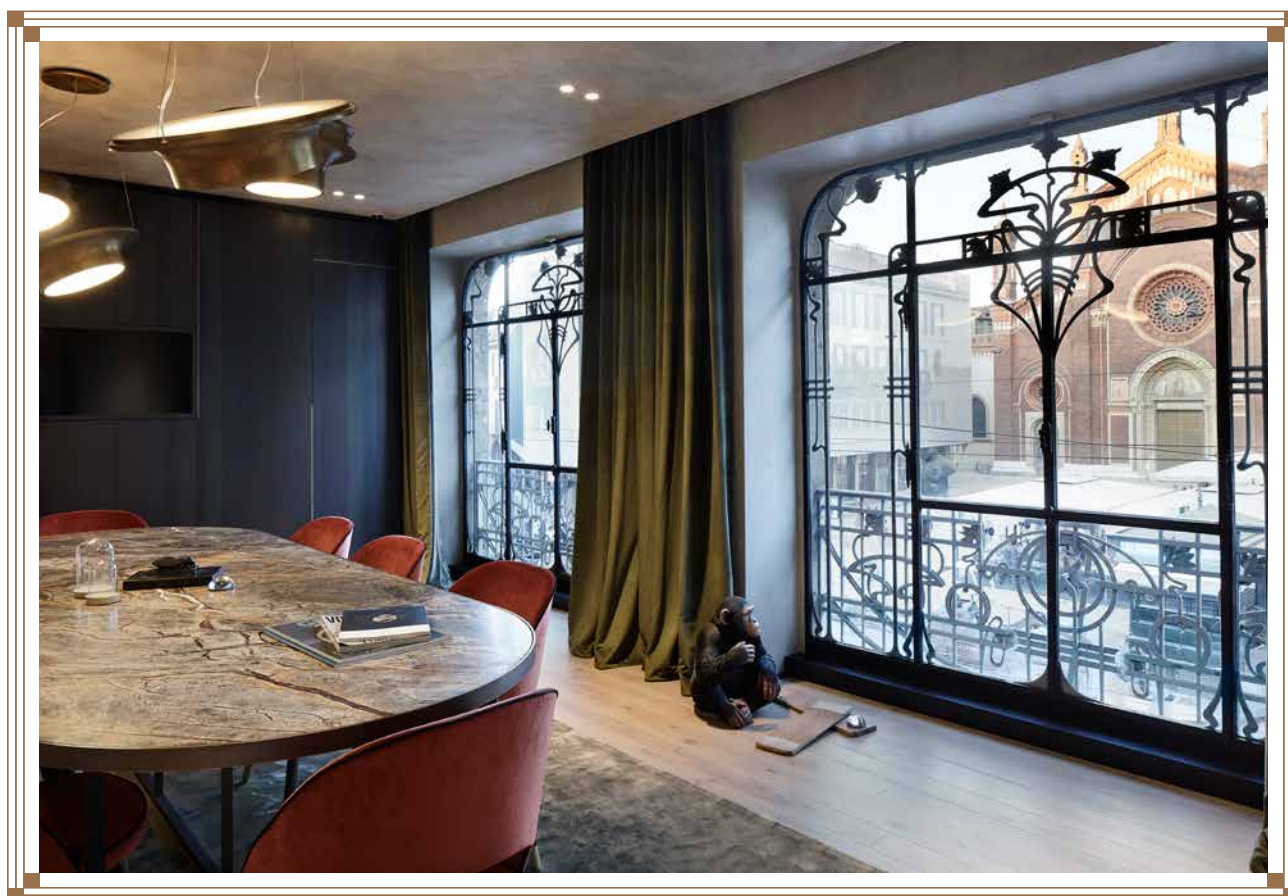
A REVOLUTIONARY RING

WWW.DREAMBOULE.COM

THE DREAM OF
WHALE AND BOAT



THE ATELIER



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#dreamboule

Download the press kit at dreamboule.com/press-area



International Registered Design. Each Dreamboule creation is the result of combined expertises of goldsmiths and watchmakers who give birth to a design absolutely unique and revolutionary in the world.

A WORLD WITHIN A WORLD



A COMPLEX AESTHETIC OF SPARKLING BEAUTY



PROUDLY MADE IN BRERA



THE BUILDING OF BEAUTY



A REVOLUTIONARY RING



THE FUSION OF ARTS



THE INTUITION

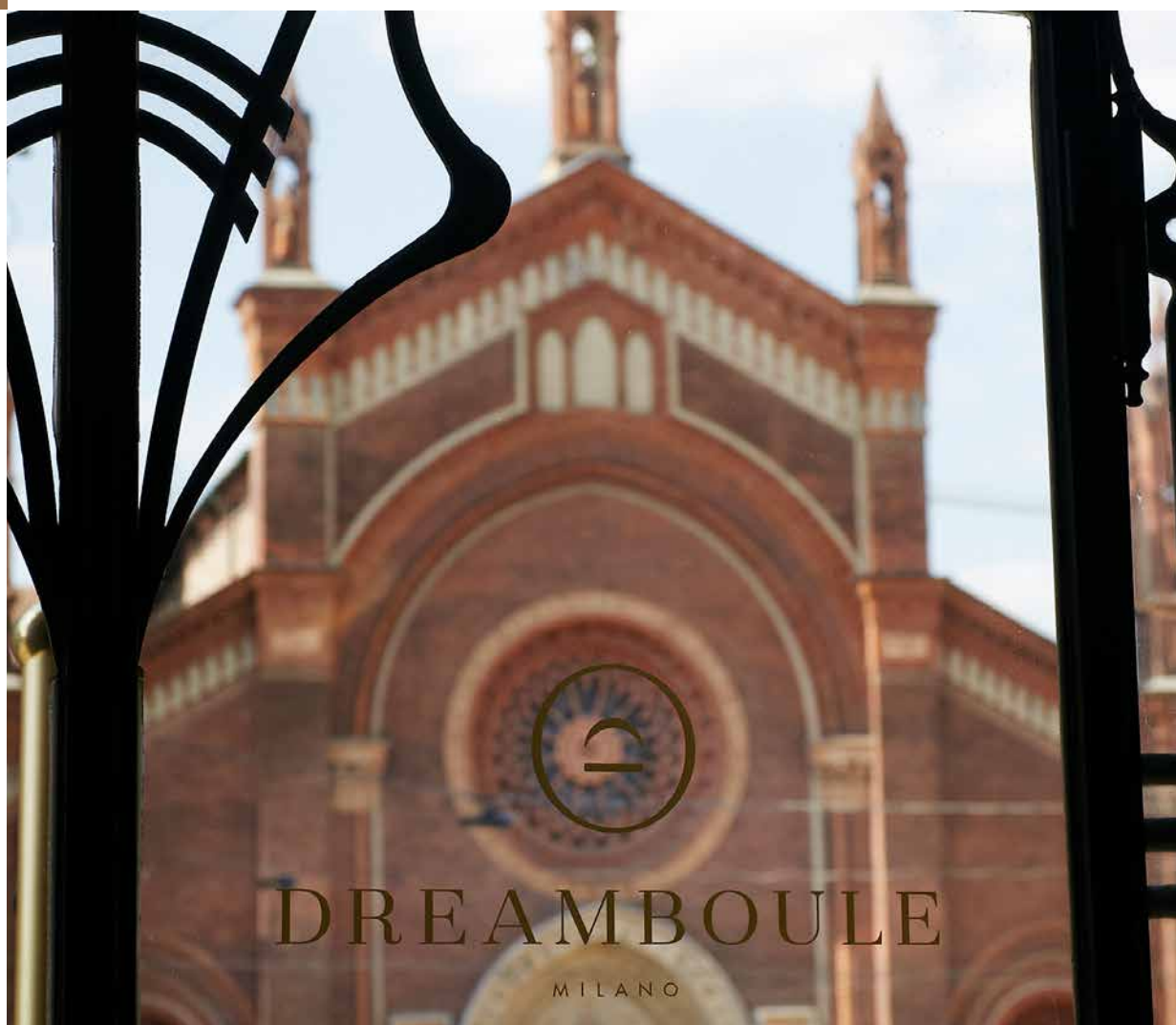


A family story

The Dreamboule adventure begins a winter evening in a small chalet in the Swiss mountains, where Ben Crocco use to spend his Christmas holidays with the wife Katerina and the three children. Sitting in fronte of the fireplace, the designer observes the children playing with a boule de neige, which catches the magic of the flashes of light and the thousand reflections throughout the room.

All of a sudden, Ben's imagination runs to precious metals, to a jewel, that protects a perfect dream to wear.
Some childhood memories emerge in Ben's mind and the dream of the first scenery,
the whale and boat, comes out.

Once back to Milan, Ben Crocco starts working at his sketches, inspired by his muse, the wife Katerina.
They work side by side in the Atelier of Brera, the quarter of their life, family and friends,
innovating with passion the world of high jewelry.



PROUDLY MADE IN BRERA

[DREAMBOULE.COM](https://dreamboule.com)