



Bracelet featuring 10mm South Sea Pearls, blue topaz stones and on 18ct white gold and diamond clasp, \$9250.

# EUROPEAN GLAMOUR

WITH JEWELLERY DESIGNS THAT CAPTURE THE MOST CONTEMPORARY IN EUROPEAN STYLING, IT MAY NOT BE LONG BEFORE COLLINS STREET'S "PARIS END" WILL BE RENAMED "THE FRANCO JEWELLERY END".

When husband-and-wife team Franco and Connie Ceresiani opened their first jewellery store on Melbourne's Elizabeth Street in 1968, few people would have guessed how much of an institution Franco Jewellery would become. Now, almost 40 years later, their most recent location among Collins Street's luxury hotels, Victorian churches, banks and theatres, means Franco Jewellery is at once contemporary and traditional — just like Melbourne.

As the city grew, so did the Ceresiani family, and it seems fine jewellery is well and truly in the genes. Daughters Daniela and Silvana now play key roles in managing the business, as well as sourcing exquisite gold pieces from Italy, Germany and Switzerland.

Buying the best jewellery and Swiss timepieces (Raymond Weil, Gucci and Christian Dior among them) is still something that gives the Franco family a thrill. They purchase each piece as if they were choosing it for a loved one. Whether it's birthdays, anniversaries, engagements, weddings or christenings, Melburnians and clients from further afield — including more than a few celebrities — seek out Franco Jewellers when they have something special to say.

Most recently, the high-finance end of the city has seen Franco respond with a corporate club membership offering significant reductions on innovative masculine jewellery and, of course, that all-important gold watch.

This personalised approach won them an Australian Achiever Award in 2003. Indeed even with two major stores in Collins Street and Chadstone, there's always a Ceresiani family member around. Franco intends to keep the European tradition of luxury and friendly service alive for many more generations.



18ct white gold necklace featuring a 17mm South Sea Pearl and pear shape natural aquamarine double pavé-set diamond hearts, P.O.A.



18ct white gold ladies anniversary band featuring diamonds totalling 1.38 carats, \$4595.



Platinum ladies ring featuring a claw-set brilliant cut 1.01 diamond and 14 0.28pt pavé-set shoulder diamonds, \$5850.



The Franco store in Collins Street, Melbourne.

SHOP 4C,  
CHADSTONE SHOPPING CENTRE,  
(03) 9564 7755.  
86 COLLINS STREET,  
(03) 9663 5751.  
WWW.FRANCO.COM.AU

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