



Scatola del Tempo unveils its new identity: An elegant Italian renaissance.

Como - Scatola del Tempo, the iconic luxury accessory house, is proud to announce its rebranding, celebrating its heritage while resolutely looking towards the future. This transformation is part of an evolutionary approach, remaining true to its Italian roots and its commitment to excellence.

The Essence of Italianità

Scatola del Tempo's new identity revolves around the essence of Italianità, a concept that goes beyond mere Italian craftsmanship. It conveys a mindset, a fusion of elegance, sophistication, exceptional craftsmanship, quality design, authenticity, creativity, and passion.

A Renewed Visual Identity with the Imprint of the "S"

The visual identity has been rethought to reflect Italian aesthetic codes: clean lines, sophisticated colors, and refined details. The new logo, "*Quintessenza degli Accessori*", highlights our initial, the "S", subtly framed within a generous circle, symbolizing our Italianità and the artisan's imprint. The chosen typography, Bagoss Extended, combines modernity and timelessness, while the color palette is inspired by the noble materials that compose the brand's luxury accessories.

A Tribute to History

Scatola del Tempo has always stood at the crossroads of passion, creativity, and exceptional craftsmanship. Born in Italy, it was founded by Sandro Colarieti, who imparted a touch of soul to each creation. Today, the brand reconnects with this generous and bold personality, emphasizing its artisanal know-how and unmatched technology.

Towards New Horizons

This rebranding is more than just a visual transformation. It represents a new vision, rooted in the brand's Italian origins, aiming to become the quintessence of luxury accessories. Scatola del Tempo commits to preserving its integrity while infusing it with new energy, harmoniously blending with its timeless creations.

About Scatola del Tempo

Scatola del Tempo is a luxury house specializing in the creation of exceptional static and rotating cases. Founded in Italy, it pioneered the first rotating case for automatic watches. Today, it is recognized for its artisanal know-how, refined design, and commitment to excellence.

For more information, please contact:

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This press release emphasizes Scatola del Tempo's rebranding while respecting its heritage and vision for the future.