




V I S C O N T I

COMPANY PROFILE



brand history



Visconti was founded in October **1988** in **Florence**, where both HQ and the production are still based today.

Since 1988 Visconti made its way into the **world of luxury goods**, becoming one of the leading manufactures in the sector, standing out for its craftsmanship and made in Italy.

When the writing instrument market was characterized by products in classic colors such as black or blue, **Visconti led the way by offering pens in vibrant colors**, either plain or combined. Color has become one of the most distinctive and essential features of Visconti products.

Visconti today

Today Visconti wants to emerge as a **lifestyle brand** where its consumer can benefit from its extensive experience, excellence and be part of its world of innovation and fun.

The materials, such as lava, carbon fiber and leather and the particular use we make of them, are a Visconti characteristic that will always be identified as iconic by our consumers.

The company seamlessly combines tradition and innovation, blending renowned craftsmanship with experimentation in materials and design





vision & mission

vision

A Visconti pen is a **luxury experience**, not an object.

Our goal is to engage customers in the sensual pleasure of the **slow-living experience of handwriting** and gracious life-enhancing accessories.

mission

To achieve, within five years, a benchmark position as an **iconic Italian brand** in the **luxury pen** and related accessory market through the use of:

- innovative materials
- iconic designs
- luxury experiences

brand pillars

Engagement

Our approach is based on **intriguing** and **appealing** in product styles and communication (not just a pen).



Craftsmanship

Our pens meet high quality standard thanks to manual skills of our craftsman and intuition of our creative team. Visconti makes its product in house. 35+ years of experience.



Cultural

Art in all its forms: it's always our first source of inspiration. The aim is to convey the same **emotions** that a work of art evokes through an instrument: a Visconti pen.

brand attributes

Cultural

Art and culture in all its forms: it's always our first source of inspiration. The aim is to convey the same **emotions** that a work of art evokes through a Visconti pen.

Emotion

Our approach is rooted in creating **captivating** product designs and **engaging** communication strategies. Owning a Visconti product is a journey.
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Not just a pen

Owning a Visconti product is a lifestyle choice: an unique **status symbol** with defined perceptions and sensations. A product to be **pride** for.

Heritage

Every design detail is the result of careful study and research to ensure an extremely high **quality** product. We guarantee unparalleled standard and unique performances by exploring **new technologies** and **advanced materials**.

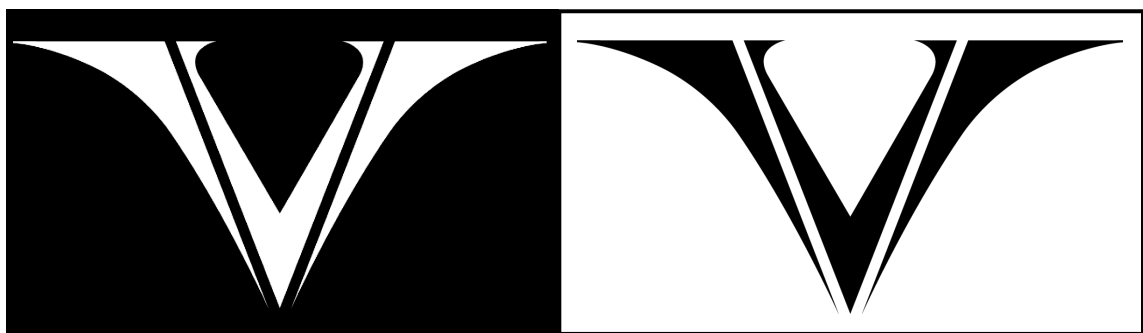
Craftsmanship

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Made in Italy

Visconti is the quintessence of Italian lifestyle. Our pens taste of Tuscany, elegance, beauty, history, tradition, **emotion**.

brand identity



VISCONTI



logo

We use our new logo in a consistent and balanced way in all our products.

The iconic Visconti **V** has been cleverly retained over time, making it a necessary element of **product recognition** and a source of pride for our consumers.

brand identity



VISCONTI

PANTONE METALLIZZATO
PLATINO OPACO 8003



VISCONTI

PANTONE METALLIZZATO
ARGENTO 877



VISCONTI

PANTONE METALLIZZATO
ORO 871



VISCONTI

PANTONE METALLIZZATO
BRONZO 875



VISCONTI

PANTONE METALLIZZATO
ROSE GOLD 7605



VISCONTI



VISCONTI



VISCONTI



VISCONTI



VISCONTI

brand identity



unique value proposition

Technical features



Power Filler &
Double Reservoir



Hook Safe Locking
System



Galileo Double Filler



Precious Materials



Traveling Ink Well



"Ponte Vecchio" Clip

Branding



One-of-a-kind
Pieces

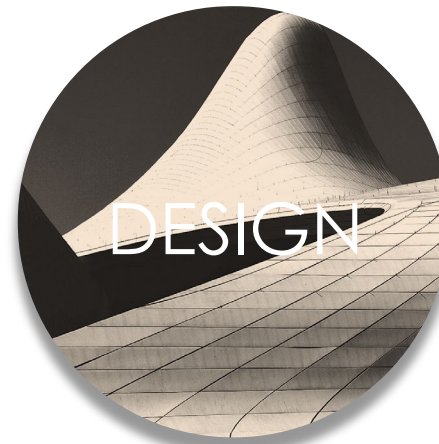


In Love With
Florence



Artistically and
Culturally Sensitive

points of difference





ART

our inspiration

Art, in all its forms, was always **Visconti's first source of inspiration.**

The aim is to convey the same emotions that a work of art evokes through an instrument that can in turn create art.

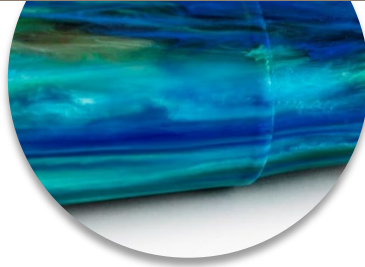
Being associated with art makes us proud and drives us to convey these values in all our products.





COLOURS

our palette



When the writing instrument market was characterised by products in classic colours such as black or blue, Visconti led the way by offering pens in **vibrant colours**, either plain or combined.

Colour has become one of **the most distinctive** and **essential features of Visconti products**.

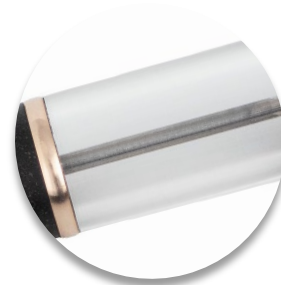


MATERIALS

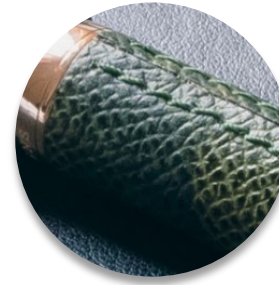
The materials, and the particular use we make of them, are a Visconti characteristic that will always be identified as **iconic by our consumers.**

Just think of **lava**, **carbon fiber** and **leather** and how these materials can be used in different product categories to create continuity and consistency in our portfolio.

What drives us to research and experiment with new materials and new processing techniques is the desire to offer a product that **differentiates us from our competitors.**



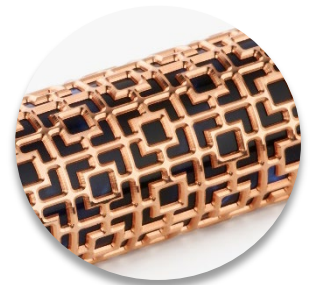
TRANSPARENT RESIN



LEATHER



MATTE ACRYLIC



SILVER



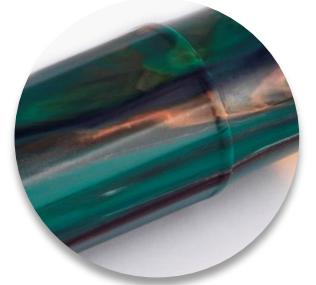
LAVA



CARBON FIBER



MARBLE

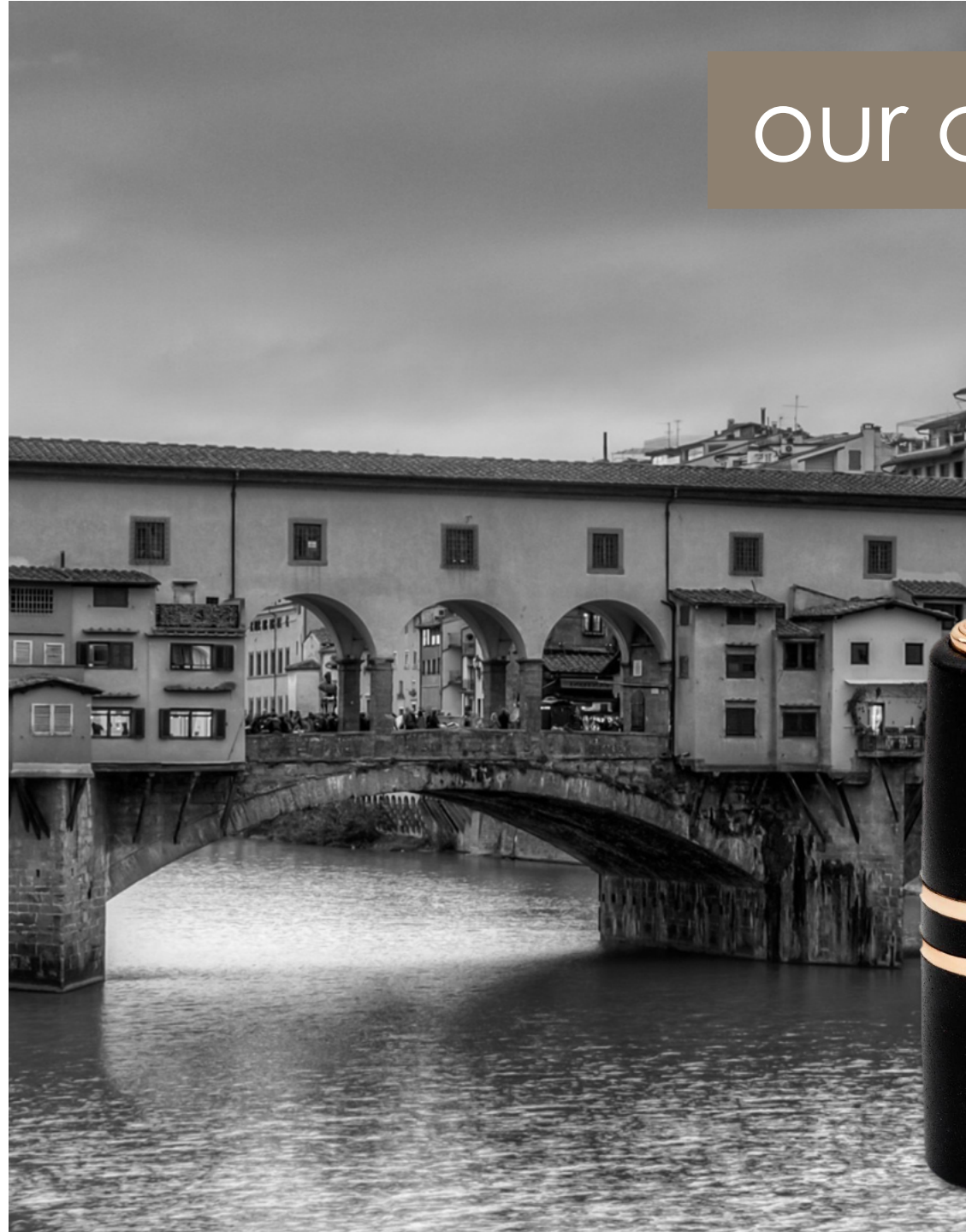


COLOURED RESIN




BRIDGE CLIP

our clip



An essential element in the design of our pens, the **bridge-shaped clip inspired by Ponte Vecchio** has become another important element for which Visconti is recognised.

This clip is a symbol of our Florentine origins and the craftsmanship that our products convey.



DESIGN

our shapes

Our products are **easily recognised**
by their distinctive round shapes,
oversized dimensions and **multiple**
facets.

Our distinguishing feature is that we
simultaneously offer **iconic shapes**
such as the Homo Sapiens or the Van
Gogh but at the same time
experiment with new silhouettes that
are **completely innovative** in terms of
design and inspiration.

iconic design



innovative design

