

# Diadema: craftsmanship and personalization, your Christmas transforms into a tailor-made emotion

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*Diadema, based in Impruneta, Tuscany, transforms Christmas gifting into a bespoke experience. Founded by the Giannotti family, the brand offers luxury wines, olive oils, and champagnes, famously customizable with hand-applied Swarovski® crystals. A dedicated concierge service ensures every gift, from the bottle to the delivery, is a unique, sartorial expression of care.*

In the crowded universe of gifting, especially for Christmas or corporate purposes, the biggest risk is falling into the obvious. A gift should be a bridge between the giver and the

receiver, a vehicle of esteem, affection, or gratitude; a gesture that, by its nature, should be unique. Too often, however, haste and the lack of truly original options reduce this search to a simple exchange of objects. There is, however, a reality that has made the act of giving its very reason for being, transforming oenological excellence into a sartorial experience. In the beating heart of Tuscany, in Impruneta, stands Diadema Wine & EVO, a name that encapsulates a story of family, territory, and a creativity capable of uniting the most authentic tradition with exquisitely contemporary elegance. Diadema's approach to Christmas gifting is not simply "selling wine," but offering a thought that is not forgotten, carrying with it the light and warmth of Tuscany.

## **The philosophy: "Tuscan know-how" meets elegance**

To understand the depth of the Diadema offer, one must take a step back, to the roots. The story begins with the Giannotti family, who for generations have cultivated a passion for wine, oil, and the "authentic beauty of things made with love." The fulcrum of this passion is the historic Villa L'Olmo, acquired by the family in the 18th century, which today is the stage for an ambitious project.

Founded by the visionary Alberto Giannotti, Diadema's journey continues today with his daughters Giulia and Livia. Their philosophy is clear: to safeguard Tuscan craftsmanship and tell its story to the world in a new, refined, current language. The intuition that defines the brand and its vocation for gifting arrived in 2004. The label that, more than any other, represents this fusion was born: the Diadema Rosso, the wine embellished with Swarovski® crystals. **This is not a sterile application, but an artisanal gesture: every single crystal is applied by hand, making each bottle a small masterpiece.** It is a symbol of light, craftsmanship, and

Italian style, a true jewel to gift and collect. It is from this single, brilliant intuition that an entire collection of wines, oils, and champagnes comes to life, all dedicated to those seeking a gift that speaks of emotion and excellence.

## **The “Make it yours” service: personalization as art**

This touches the heart of Diadema’s expertise in gifting. The company understood that true luxury, today, is uniqueness. For this reason, it has structured a service that transforms every bottle into a “tailor-made” emotion. The company offers much more than a simple gift. The “Make it yours” service allows, especially for the prestigious Swarovski® line, customization of the back label. Imagine being able to affix your company logo, the name of an important collaborator, or a special dedication for a client. It is a unique detail, designed for high-profile gifts, events, or private collections.

But the Diadema experience doesn’t stop at the bottle. To manage the complexity of corporate and Christmas gifts, the company offers an exclusive Wine & Olive Oil Concierge service. This dedicated team takes care of every single detail: from product selection to the creation of personalized cards, right up to managing direct shipping worldwide. It is the guarantee of an impeccable gesture of style, which arrives at its destination conveying care and attention.

## **A collection for every desire: a symphony of excellencies**

If the service is the soul, the products are the beating heart. The Diadema collection is a symphony of excellencies, capable of satisfying every palate and every occasion. A collection that embodies the essence of the brand, where every product is a jewel:

- **Diadema Rosso:** Born from the best selections of Tuscan grapes, combining the intensity of Sangiovese with the structure of Cabernet Sauvignon and the complexity of Syrah. A wine of great personality, also available in the impressive Magnum format.
- **Diadema Olio EVO:** An extra virgin oil obtained from Moraiolo, Frantoio, and Pendolino olives, hand-picked and cold-pressed the same day. It is distinguished by its golden-green color, aromas of grass and green tomato, and a harmonious taste with notes of almond, artichoke, and a delicate spicy finish.
- **Champagne Rosé:** An extraordinary interpretation of Pinot Noir from the Côte des Bar, combining freshness and structure in a perfect balance.
- **Champagne Dosage Zéro:** A sophisticated and authentic expression, the result of a balanced blend of Pinot Noir (67%) and Chardonnay (33%). With no added sugar, it expresses pure freshness and complexity.
- **Diadema London Dry Gin:** An elegant and complex gin, artisanally distilled. On the nose, citrus freshness and floral notes of bergamot, rose, sunflower, helichrysum, and olive emerge.
- **Diadema Amaro:** A sensory journey. On the palate, cinchona and rhubarb dominate, followed by a Mediterranean breath of rosemary and olive. Citrus peels provide freshness, while artemisia and cypress offer balsamic depth.
- **Diadema Grappa:** Distilled using artisanal methods and aged for five years in oak barriques, which give it an amber color and elegant aromas of honey, tobacco, and raisins.

## The Tuscan collections: the soul of the territory

Diadema offers wines that tell the story and innovation of the

territory, perfect for those seeking an authentic and refined gift.

- **Candegli Anfora:** A wine that is a manifesto. Aged in Impruneta terracotta amphorae, the cradle of this ancient art. Composed of Sangiovese and small percentages of Cabernet Sauvignon, it is a wine deeply linked to its land.
- **Villa L'Olmo:** Much more than a wine, it is the history of the Giannotti family. The label itself depicts the country estate, a symbol of tradition that is renewed.
- **Damare Line:** Designed for conviviality, this line includes a Rosso (a blend of Cabernet Sauvignon, Merlot, and Petit Verdot aged 14 months in barrique), a Bianco (Vermentino and Sauvignon Blanc, fresh and citrusy), and a Rosato (100% Sangiovese with a delicate Provençal pink color).
- **D'Vino Rosso:** A fresh, soft, and lively blend (Sangiovese, Cabernet Sauvignon, Merlot, and Petit Verdot), ideal for daily consumption and informal pairings.
- **Aurum Colatum:** Defined as the “symbol of our excellence,” it is a perfect balance of Sangiovese, Cabernet Sauvignon, and Syrah, in the most authentic Tuscan style.

## The green gold: the oils

Oil is the other soul of Diadema's Tuscany. In addition to the aforementioned Diadema Olio EVO, the collection includes:

- **Candegli Olio:** A signature oil, with a unique Impruneta terracotta label made by the historic Fornace M.I.T.A.L., celebrating the bond with the land of origin.
- **Da Noi a Voi Olio Bio:** An authentic organic oil, the

result of hand-picked olives. It offers a delicate and harmonious taste that enhances every dish with elegance.

## Packaging and collections

The gifting experience is completed in the presentation. Diadema offers elegant single boxes and fine wooden cases for 2 or 3 bottles. It also offers pre-assorted collections such as the Crystal Collection (Diadema Rosso and Champagne), the Damare Collection, or the Rossi Collection, designed to offer a complete journey into the Diadema universe. Whether it's a wine, an oil, or an exclusive collection, Diadema transforms every gift into a gesture of style, elegance, and memory.

To consult the complete offer, visit the official website: <https://diadema-wine.com/pages/wine-evo>

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## Key points

1. **Diadema elevates gifting with bespoke, artisanal wine and oil.**
2. **The iconic line features Swarovski® crystals applied by hand.**
3. **A dedicated concierge service manages customization and global shipping.**
4. **The collection includes Tuscan wines, Champagne, gin, and EVO.**
5. **Products celebrate Tuscan craftsmanship and family heritage.**