

# Diadema: where history meets boldness

scritto da Fabio Piccoli | 12 Maggio 2025



*Diadema is a bold Tuscan winery led by Alberto Giannotti, combining historical roots with modern elegance. From Swarovski® crystal labels to global exports, Giannotti shares his journey of transforming wine into a lifestyle. With his daughters joining the business, Diadema continues to grow through innovation, design, and a deep respect for tradition.*

Diadema is a Tuscan winery that merges tradition with modernity, led by Alberto Giannotti. The historic Villa l'Olmo and the use of Swarovski® crystals on its labels have become the brand's hallmarks. Diadema offers a range of products including wines, olive oil, gin, grappa, and even Champagne. With the recent involvement of daughters Giulia and Livia, the company continues to evolve with fresh projects and ideas.

Some stories are rooted in the past, yet they still manage to speak with a new, fresh, and surprising voice. That's the case with Diadema, the Tuscan winery run by Alberto Giannotti, where the historic Villa l'Olmo – owned by the family since 1787 – is not just a backdrop to a rich agricultural heritage, but the beating heart of a vision that fuses tradition with contemporary sensibilities, taste with design, wine with fashion.

From his grandparents' Sangiovese to the launch of a label adorned with Swarovski® crystals, every step in Diadema's journey expresses a clear idea: wine is not just something to be tasted, but an experience to be lived, admired, and told. In 2004, this vision came to life in a project that stood out in both the Italian and international wine scenes: signature wines, crafted from carefully selected vines, refined in every detail, and expressed through a unique style.

Today, Diadema is more than just a winery. It's a world that also includes extra virgin olive oil, gin, grappa, luxury hospitality, and a relais nestled in the beauty of the Tuscan hills. It's a brand capable of engaging global markets while staying deeply connected to its identity. And with the arrival of Giulia and Livia into the family business, the story continues—infused with new energy and vision.

We discussed it all with Alberto Giannotti, the founder, the visionary, the man who turned a dream into a stylish brand.

## **From fashion to wine: what inspired you to change industries and create Diadema?**

I've always had a deep passion for wine and beauty. After twenty years in fashion—specifically in the production of women's shoes—I felt the need to shape something that could combine the value of tradition with a more creative and modern vision. That's how Diadema was born: a project that, from the start, aimed to break the mold.

**The name “Diadema” suggests something precious. Even your labels speak a different language than traditional ones...**

We wanted to create an important wine, but with a distinct look. The idea of embedding Swarovski® crystals on the label came from my background in fashion and the desire to introduce a bold visual element into the wine world—something disruptive, yet meaningful. The label had to reflect the same quality and care we put into production. The mold for the crystals is made by the same artisans who craft luxury watch cases, and the setting is done by those who work for major Italian fashion houses—each crystal is hand-set onto the label.

**Let’s talk about style. Beyond wine, you’ve entered the world of olive oil, gin, and grappa. What connects these choices?**

The common thread is our desire to share a lifestyle. Wine, oil, gin, grappa... they’re not just products, but experiences. We like the idea of building a Diadema line that’s coherent not only in quality, but also in imagination. And of course, every new release comes with labels adorned with Swarovski® crystals.

**Your product range also includes a French Champagne. What led to that collaboration?**

In 2007 we partnered with a French vigneron to create a Dosage Zero and a Rosé Champagne. Again, we wanted something surprising—something that would tell a story of positive cross-cultural influence: Italian wine engaging with French

excellence. These also joined the Swarovski® line, and naturally, the gold labels with crystals were a must.

**In recent years, your daughters Giulia and Livia have joined the company. What role do they play today?**

They are our fresh energy! With their passion, love for the land, and a modern perspective, they're helping to ensure continuity and build the company's future. Seeing them involved is one of my greatest satisfactions.

**Your “Villa l’Olmo” wine matures in a very special place...**

Yes, we age it for six months in the Galleria Filtrante of Impruneta, a hand-carved stone tunnel dating back to the 1800s. It's a unique location, with a constant temperature of 14°C and 95% humidity. It's not just an evocative setting—it's truly ideal for the wine's maturation.

**But Diadema isn't just Swarovski® crystals...**

No, over time we've also developed the “Damare” line—featuring a red, white, and rosé designed for restaurants. And then there's Candegli, a red wine aged in amphorae, which connects deeply to the local identity since the amphorae are made from Impruneta terracotta by the town's historic kiln.

**Diadema has received major international recognition. What are your key markets today?**

We currently export to Canada, the USA, Europe, Turkey, Japan, China, South Korea, and Vietnam. It's a steady growth journey,

built on relationships and reputation. Being ranked as the second-best Italian wine in 2019, with a score of 97/99, helped us solidify our market presence.

## What does the future hold for Diadema?

Plenty of dreams, but also concrete projects. We want to continue expanding our line, always upholding quality and stylistic coherence. But most of all, we want to keep surprising people. Wine is a serious matter—but it should never be boring.

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## Key points

- **Diadema blends wine with fashion**, using Swarovski® crystals to express identity.
- **It produces wine, olive oil, gin, grappa, and French Champagne.**
- **Villa l'Olmo is both the historic heart and creative engine.**
- **The next generation ensures continuity** through fresh vision.
- **Wines mature in a historic stone tunnel** with ideal aging conditions.