

ALASIA



Alasia, A Modern Princess

The daughter of a king, Alasia escapes from the king's court with Aleramo, a young valiant esquire, and faces privation and difficulties in the name of love. Some years later Aleramo fights in her father's army and distinguishes himself with his valour and devotion. He is pardoned by the king who presents him with a fiefdom. Since then Aleramo became the first marquis of Monferrato (Piedmont, North Italy).

Alasia is a Xth century Saxon princess who well portrays, in the charm of her name, the principles which inspire the collection of Monteferrato s.r.l.

Like Alasia the modern woman of today, still in her independent, determined and professional role, wants to be a princess, expressing, through jewellery the grace, elegance and allure which have always characterised a woman's universe.

The collection Alasia derives from the talent of Teresa Bazzani, the designer who has worked for thirty years in the family's jewellery firm. She creates exclusive jewels incorporating the elegance of tradition with the evolution of an ever changing society and fashion. Her vast experience, her original approach to culture and her deep feeling for beauty join the quality of the best Italian goldsmith's art to present the collection "Alasia" by Monteferrato s.r.l.

RARE JOYFULLY MELODIC JEWELS DESTINED FOR A PRINCESS