

LOOKBOOK

Chain of thought

Our debut collection



Chain of thought is our debut collection. It explores the concept of the chain reimagining a classic element into modern, structural silhouettes.

EARRINGS:

Available in two weights and two sizes: from the lightweight, everyday Slim Small to the bold, statement-making Chunky Large. Features a secure, comfortable click-closure.

NECKLACE AND BRACELET:

Polished, fluid chains anchored by a distinctive T-bar closure and logo tag. Designed to integrate seamlessly with the earrings for a complete, refined look.

HANDMADE IN TUSCANY

Conceived for endless daily combinations and made to last.

BASELUA

CONTACTS

PARTNER WITH US

For wholesale pricing, line sheets, and order inquiries, please reach out to our dedicated team.



SCAN TO EXPLORE ONLINE

BASELUA

Località Vignale 9, 52100 Arezzo (AR), Italy

Web: www.baselua.com

Email: staff@baselua.com

DESIGNED IN MILANO • HANDMADE IN TUSCANY

BASELUA

MADE IN ITALY



MODULAR AND TIMELESS JEWELS

Basic • Essential • Luxury • Authentic

DESIGNED IN MILANO

Our Manifesto

Basic • Essential • Luxury • Authentic



BASELUA offers jewelry handmade in Italy, designed to be lived in every day. Essential and enduring creations that celebrate your individuality, through a modular design to be combined with total freedom to express who you are.

Each piece is the result of a perfect balance between the creative energy of Milan and ancient Tuscan goldsmith mastery. We rely on a certified supply chain to unite ethical responsibility with timeless aesthetics. BASELUA aspires to be not just a brand, but a gathering space. We want to bring together individuals who share the pursuit of authentic beauty, cultivating the bonds of an inclusive and conscious community.

"BASELUA was born with a mission: to create jewelry that not only celebrates your individuality but is made to last. True beauty lies in quality."

MANUFACTURERS & CERTIFIED SUPPLY CHAIN

BASELUA is constantly committed to ensuring manufacturing excellence, sustainability, and labor ethics. As a testament to this journey, we have selected suppliers with key international certifications (including ISO 14001, ISO 45001, ISO 9001, and UNI PdR 125:2022) that attest to the quality of our products, respect for the environment, the protection of worker health and safety, and our social responsibility.

THE POWER OF MODULARITY

Modular Design

Endless combinations. Mix, match & layer.



Our design is conceived to be not only clean and essential but also modular. We want to give you the freedom to create your style, choosing different sizes, materials, and thicknesses, also allowing you to combine some of your favorite jewelry pieces to personalize your look.

MATERIALS AND FINISHES

Material Excellence

Maximum care in the selection of materials



100% NICKEL-FREE & HYPOALLERGENIC

Certified 100% Nickel-Free, eliminating allergy risks and ensuring complete safety for sensitive skin.

GOLD & PRECIOUS METAL PLATING

Hypoallergenic alloys for 24K Gold and Palladium finishes, controlled via standardized methods (UNI ISO 3497).

BRASS BASE ALLOY

The brass alloy used complies with UNI EN 12166 CW502L standards and is strictly low-lead.

24K GOLD & CATAPHORESIS SHIELD

ISO 9001 certified galvanic cycle with pure 24K gold coating and protective cataphoresis seal against daily wear.

CARE & LASTING MAINTENANCE

Gently wipe with a dry microfiber cloth after wear. Avoid water and chemical agents to preserve the protective cataphoresis seal.

100% MADE IN ITALY AREZZO GOLDSMITH DISTRICT