Orologeria Fracchia

Category: Goldsmiths

business description: Orologeria Fracchia on piazza Garibaldi 1 is a significant example of high craftsmanship which has been able to adapt to change over time. The business is opened on 15 May 1954 by Mario Fracchia in the same position as it is today. Mario, orphaned by both parents, begins to work as a watchmaker as a child, in the kiosks which are found in the current piazza della Libertà.
The business is interrupted because he has to leave to fight in the second world war. When he returns, he works in Borsalino, from 1946 to 1953 and in 1954 he opens the store, taking over the furniture from a business which had closed down. He was already very familiar with the trade, learned as a child. The business is continued by his son Giovanni and now by his grandson Enrico. Over time the business expands. Initially born only as watch repairs, in 1968, renovating the store for the first time, Mario adds the sale of valuable watches and items. Since then, the shop has continued along these lines, even if some new entries have been introduced, for example the steel line which has become more attractive than gold for obvious reasons of cost or the perfumes, in order to offer the customer something extra and have the opportunity to develop further. Today, the main activity is based primarily on repairs for all kinds of watches: mechanical, quartz and even pendulum clocks, a field in which almost nobody works anymore. Customers also bring true antiques, including precious 17th-century pendulum clocks. Enrico Fracchia also offers customers the photograph book to document the work carried out so they can see the before and after, passing through all the restoration phases.

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Photos



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