

HEIDENS

YOUR BRAND



Carmelo Caruso

KEFA Collection Watches

Gianluigi Di Lorenzo

H.E Laila Rahhal EL Atfani
President & Founder -Business Gate

Princess Karen Cantrell
Speaker, Philanthropist, Expert & Leadership

Jorge Jiménez Galtier
Founder & CEO at SAINT GEORGE CAPITAL GROUP

Galit Ventura-Rozen
Business Sales Success Expert

Dr. Ruby Bakshi Khurdi
Award Winning Educationist, Author -TEDx Speaker

Ana Baez
Baez Impact Podcast

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the exclusive KEFA Club reopens its doors and is delighted to
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THE WATCH OF TIMELESS EMBLEMS



Welcome back FNAME,
the exclusive KEFA Club reopens its doors and is delighted to welcome you.

Today we will continue our journey together marked by the imperceptible and precise movements of a hand on a watch dial, always in the spirit of sharing an experience that has been unique and special for us and which, we hope, may continue with you.

We had left off with the story of two simple civil servants, trapped in the dead-end spiral of a monotonous ministerial job, and their decision to make an object of great symbolic value: the Petrus watch.

Image: The KEFA brand represents the way out of the spiral of ordinary

From that day onward,
Carmelo Caruso and Gianluigi
Di Lorenzo

have become two watch hands perfectly synchronized in faith, purpose and aspirations and have created KEFA, an exclusive brand abounding with "higher" meanings.

KEFA, however, finds its true origin in the steadfast faith of Saint Peter (Kefa, in Aramaic). With the same faith and conviction, in fact, the brand, has managed to merge in a single exclusive object, the excellence of Swiss watchmaking and typical Made in Italy style, with the millennial tradition of the Catholic Church and the modernity of its current representative, Pope Francis.

A project originating in the deep reflections on the useless and repetitive path that each of us travels along yearning for the joys of divine time and the Transcendent.

A concept that KEFA has translated into the image of its logo: a spiral with an upward escape route.

HEIDENS

I PRIMI NUMERI DI UNA SERIE SARANNO
SEMPRE I PIÙ PRESTIGIOSI

PREVENDITA ESCLUSIVA DEI PRIMI 200 PEZZI



A distinctive and elegant symbol,
marked by a firm resolve: to believe.

Believing that you can do something,
believe in the power of change and
your aspirations and pursue them
without looking back, with courage and
conviction.

And we believed in it even when we
sought, in order to accomplish our
much-fantasized Petrus, the
collaboration of an important and
concrete interlocutor: we asked the
Vatican and the Pope himself for
authorization to use their secular and
personal emblems.

**“Believe that you can do something,
believe in the power of change and
your aspirations and pursue them
without looking back, with courage
and conviction.”**

But this is another story which, if you
like, we can share with you at the next
meeting of the exclusive KEFA Club. In
the meantime, we invite you to visit us
virtually at our project website.

Please accept our warmest regards and with the promise
that we will write to you again, as timely as a Swiss watch,
we invite you to acquaint yourself with the product by
accessing the KEFA online store.

Yours faithfully,
Carmelo Caruso and Gianluigi Di Lorenzo

NEW IDEA. NEW STYLE.



Welcome back

The exclusive KEFA Club reopens its doors and is delighted to welcome you.

I am Carmelo Caruso, co-founder of KEFA, and today I will tell you my personal parable of faith, unforeseen events, coincidences and fulfillment: all complex inner workings that came together to create a perfect mechanism. In my case, this little miracle goes by the name of Petrus.

Image: Carmelo Caruso, co-founder of the KEFA project

In our previous letters we have seen how abstract ideas (our aspiration for something "higher") and very concrete actions (creating the KEFA brand), led us across the thresholds of the Vatican to make a request that is inconceivable to say the least: to seek authorization to use the official emblem of the Vatican and Pope Francis's personal emblem for the realization of our watch.

He will be able to explain some of the Petrus details better than I can. You may find other information directly on the KEFA website.

In the meantime, however, I invite you to visit the KEFA online showcase and bid you farewell with this belief of mine: Petrus is a small treasure-trove of culture and millenary history to always take with you.

It is not a watch, but a symbol which speaks of us. Wearing it, in fact, means sharing, at every handshake, a set of values in which to recognize one another and to aspire to.

A privilege that seemed impossible to obtain, but fundamental to us. It meant strengthening and adding value to our idea and being able to consecrate our project with the blessing of the highest authority in the realm of faith.

For me, faith has always been a beacon to guide me in making courageous choices, on treacherous roads, in grasping signals that, to anyone else, would seem only coincidences.

In this spirit, the project was presented to the Science and Faith Foundation – STOQ, the promotor of dialogue between the Church and the scientific world, with the promise, now kept, to donate part of the proceeds to specifically support its charitable works. With Petrus I wanted to give back something of what faith, over the years, has given me.

On January 22, 2020 the news finally came: the Vatican Secretary of State had accepted my request, authorizing the Foundation, with nothing short of a registered letter, to license me to use the two emblems to officially create the Petrus watch.

In short, the upper echelons of the Vatican had appreciated KEFA's mission: to combine business and solidarity. That day I realized that the watch hands of Petrus were destined never to stop.

"With Petrus I wanted to give back something of what faith, over the years, has given me."

We will be expecting you at the next meeting of the KEFA Club, where my partner, Gianluigi Di Lorenzo, a great aesthete who is passionate about watches and heraldry, will speak with you.

Welcome back FNAME

The exclusive KEFA Club reopens its doors and is delighted to welcome you.

I am Gianluigi Di Lorenzo, co-founder of KEFA, and today I will speak to you of passions, watches and symbols.

My business partner and I have so far shown you our newborn brainchild, an ambitious project in and of itself, and the exclusive collaboration with the Vatican.

Now is the time to talk about what brought you here: the Petrus watch.

Image: Gianluigi Di Lorenzo, co-founder of the KEFA project

So, let's start with a simple question: why a watch?

To answer, I must first make a confession: I do not wear a Petrus. Not because I don't believe in Petrus or I am not proud of it, far from it. For me a watch is a profoundly personal accessory, an object with which, each of us, must build their own history and identity.

In my opinion, a watch is not worn, it is owned. And I own Petrus with every cell in my being.

"A watch is a distinctive and unique symbol that describes us as people."

In designing Petrus, I gave a lot of thought to the role that it would play in my life and the lives of those who decide to own it. I concluded that a watch is a distinctive and unique symbol that describes us as people. Even not wearing one, therefore, says something about us. I keep my Petrus, for example, in my safe.



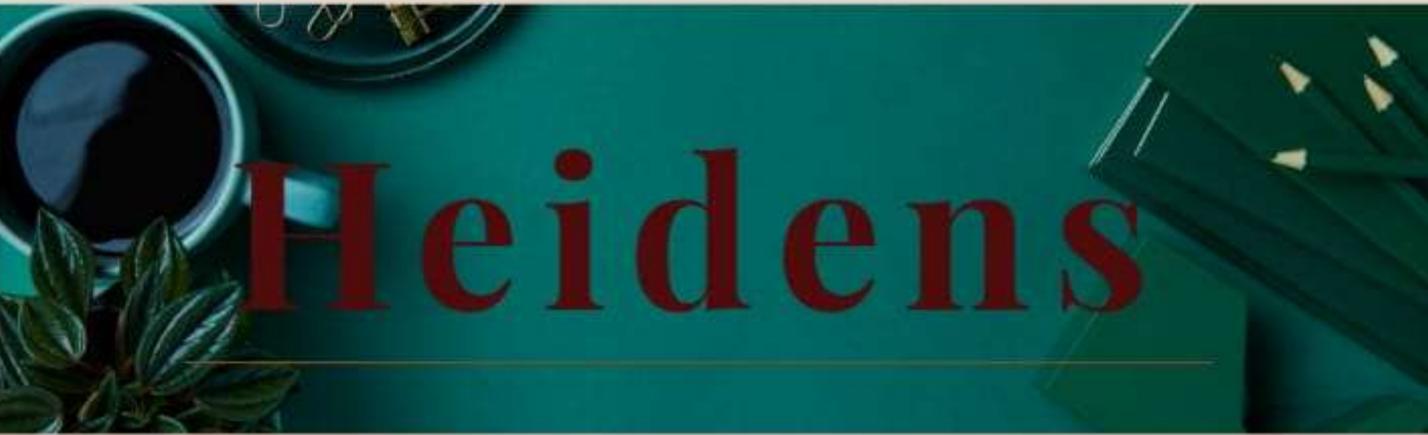
What sets Petrus apart, then? Its great symbolic value, the remarkable significance of the emblems engraved on it and the power of a faith shared by more than a billion believers in the world.

Furthermore, the possibility of buying Petrus online, selecting and customizing the strap, ensures worldwide availability.

That is how my passions all came together: mechanisms, watches and heraldry. I believe that emblems, coats of arms and blazons are symbols that reveal deep meanings and history handed down through the centuries.

For this reason, choosing two emblems of absolute prestige, such as the Coat of Arms of the Vatican City and the Coat of Arms of Pope Francis, are a source of incredible joy and satisfaction for me.

But to tell you more about Time at the next KEFA Club meeting, you will meet someone who knows it well. It will be a surprise which, without a doubt, will bring a smile to your face.



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