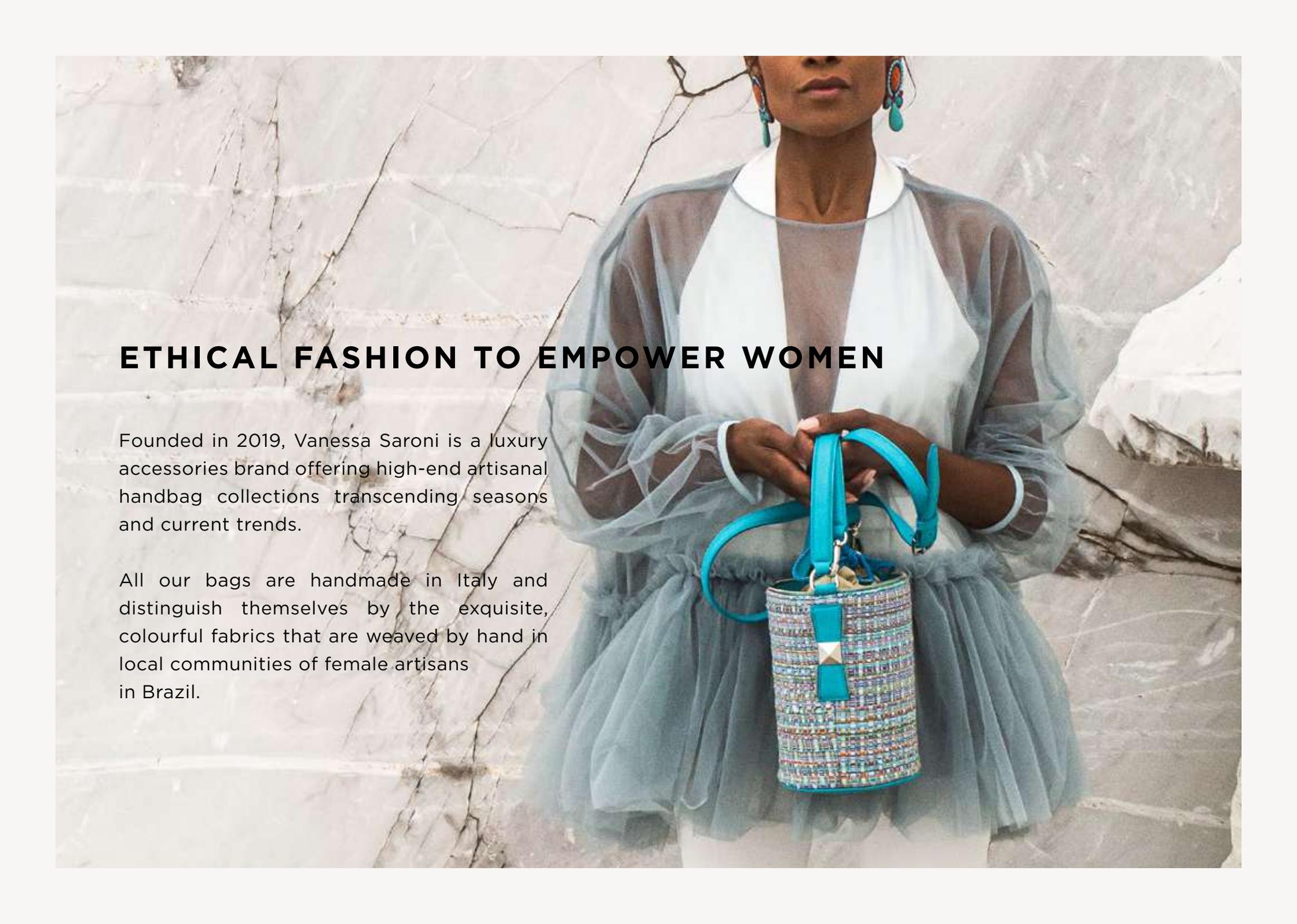




VANESSA SARONI

MADE IN ITALY

COMPANY PROFILE JANUARY 2021



ETHICAL FASHION TO EMPOWER WOMEN

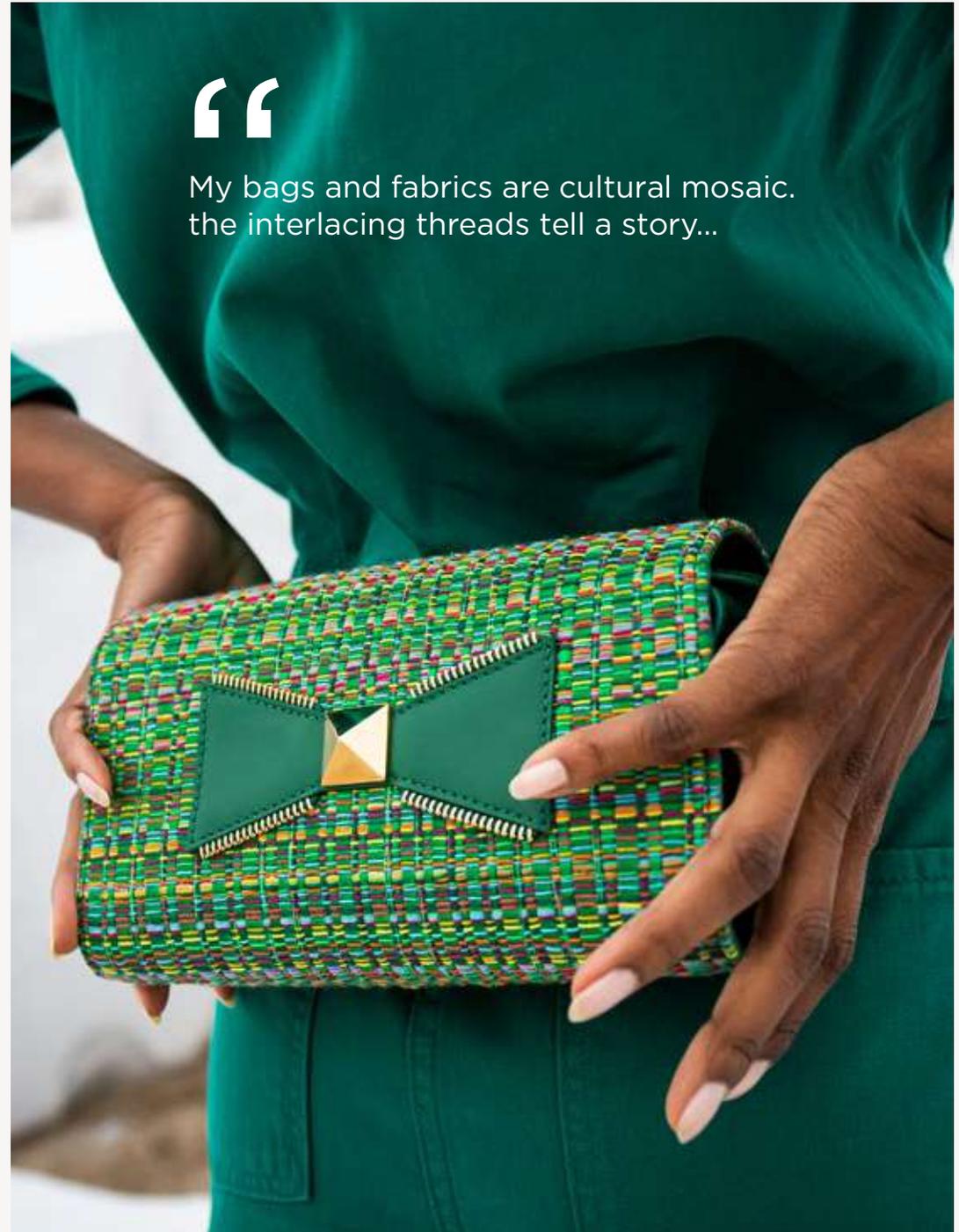
Founded in 2019, Vanessa Saroni is a luxury accessories brand offering high-end artisanal handbag collections transcending seasons and current trends.

All our bags are handmade in Italy and distinguish themselves by the exquisite, colourful fabrics that are woven by hand in local communities of female artisans in Brazil.



We use only sustainable fabrics manufactured with minimal environmental impact, combined with the important touch of glamour that we learned from the Italian fashion tradition and that gives our handbags a timeless elegance and style.

Our cultural roots lie in Brazil and Italy and we love to intertwine the traditions and points of view of both these cultures and integrate them in our creations, giving birth to surprisingly unique pieces.

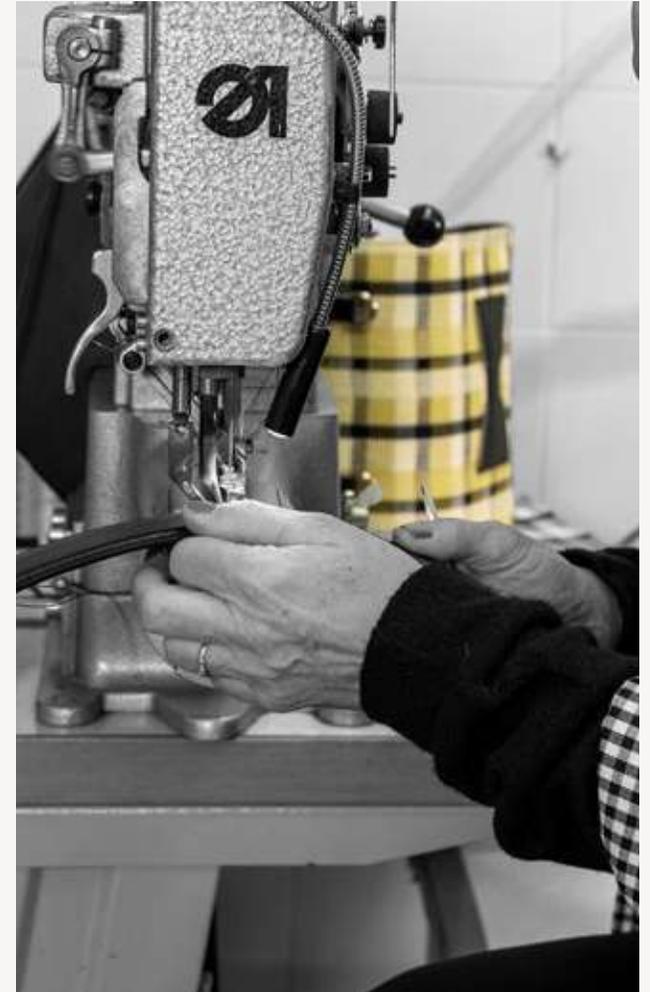


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My bags and fabrics are cultural mosaic.
the interlacing threads tell a story...



OUR VISION



At Vanessa Saroni we want to be an active force in redefining fashion, challenging the status quo where overconsumption combined with the aggressive exploitation of humans and resources generates excessive waste and pollutes our planet.

We believe in a future where accessories are designed for longer life and made sustainably, preserving traditional handcraft techniques that keep our earth healthy, and generating sustainable livelihoods in creative communities across the globe.

OUR MISSION



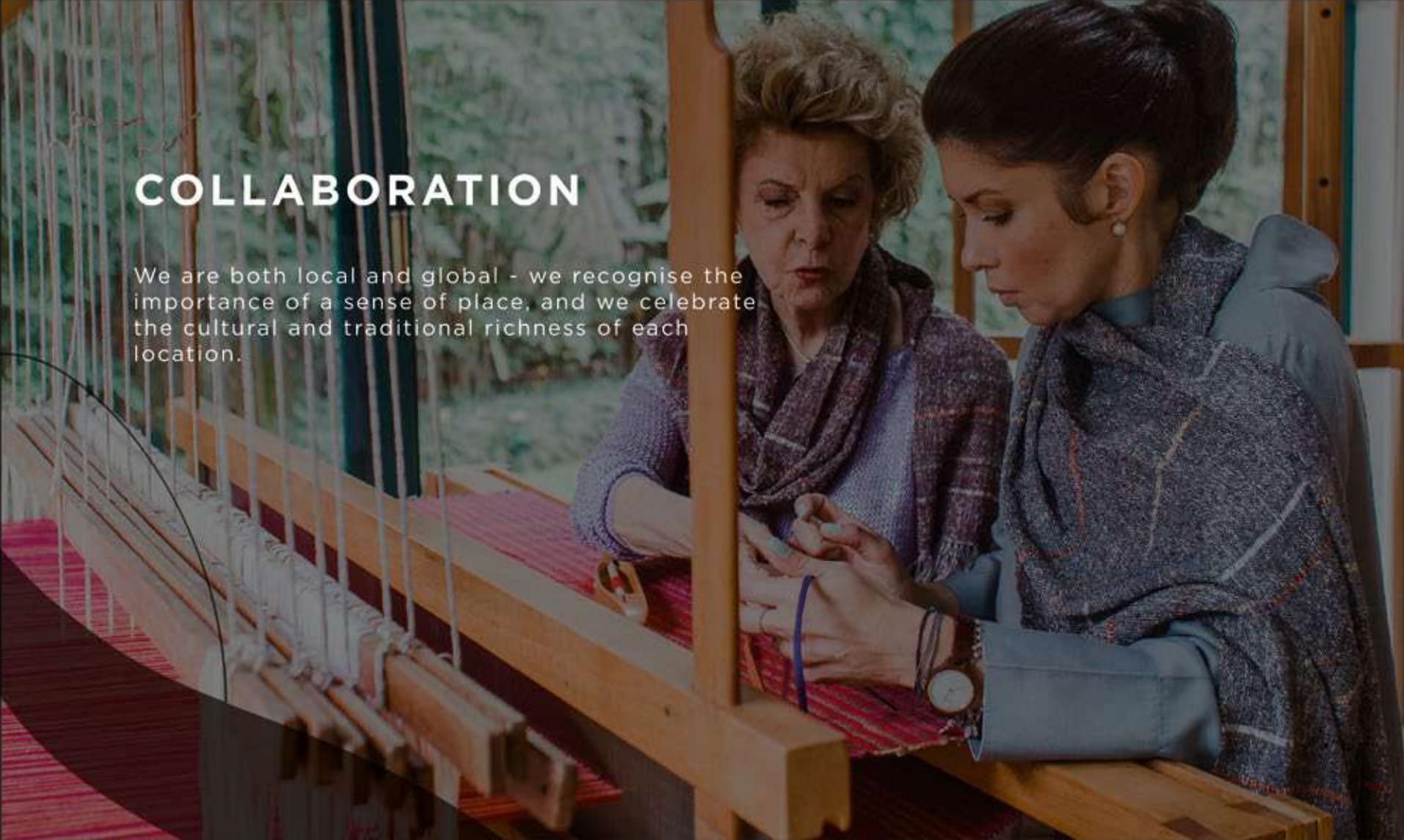
Our mission is to create exquisite timeless pieces using the best fabrics, artisans, and techniques in a way that honours creative heritage, generates sustainable opportunities for local development and supports female entrepreneurship.

WOMEN EMPOWERMENT

Our goal is to empower women through collaboration on viable, artisanal fashion projects. When a woman's skills and creativity are nurtured, this not only benefits that woman, but all the women in her community who are inspired and encouraged by what she has done.

If more women have the confidence and the opportunity to connect and contribute through meaningful work, our communities will be improved by increased diversity of ideas and products. We aim to bring creative women together to create a more sustainable, and beautiful, world.



A photograph of two women working together at a wooden loom. The woman on the left is older with curly blonde hair, wearing a purple sweater and a patterned scarf. The woman on the right is younger with dark hair in a bun, wearing a grey tweed jacket and a blue scarf. They are both looking down at their hands as they work with the threads. The loom is made of light-colored wood and has a red and white striped fabric being woven. The background is slightly blurred, showing what appears to be an outdoor setting with greenery.

COLLABORATION

We are both local and global - we recognise the importance of a sense of place, and we celebrate the cultural and traditional richness of each location.



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United hands that create innovation
to me means uniting power of creation
and experimentation.

VANESSA SARONI

SUSTAINABILITY

We strive to nurture and protect both the environmental and cultural heritage of our settings; from sourcing the raw materials to providing tenable work opportunities.





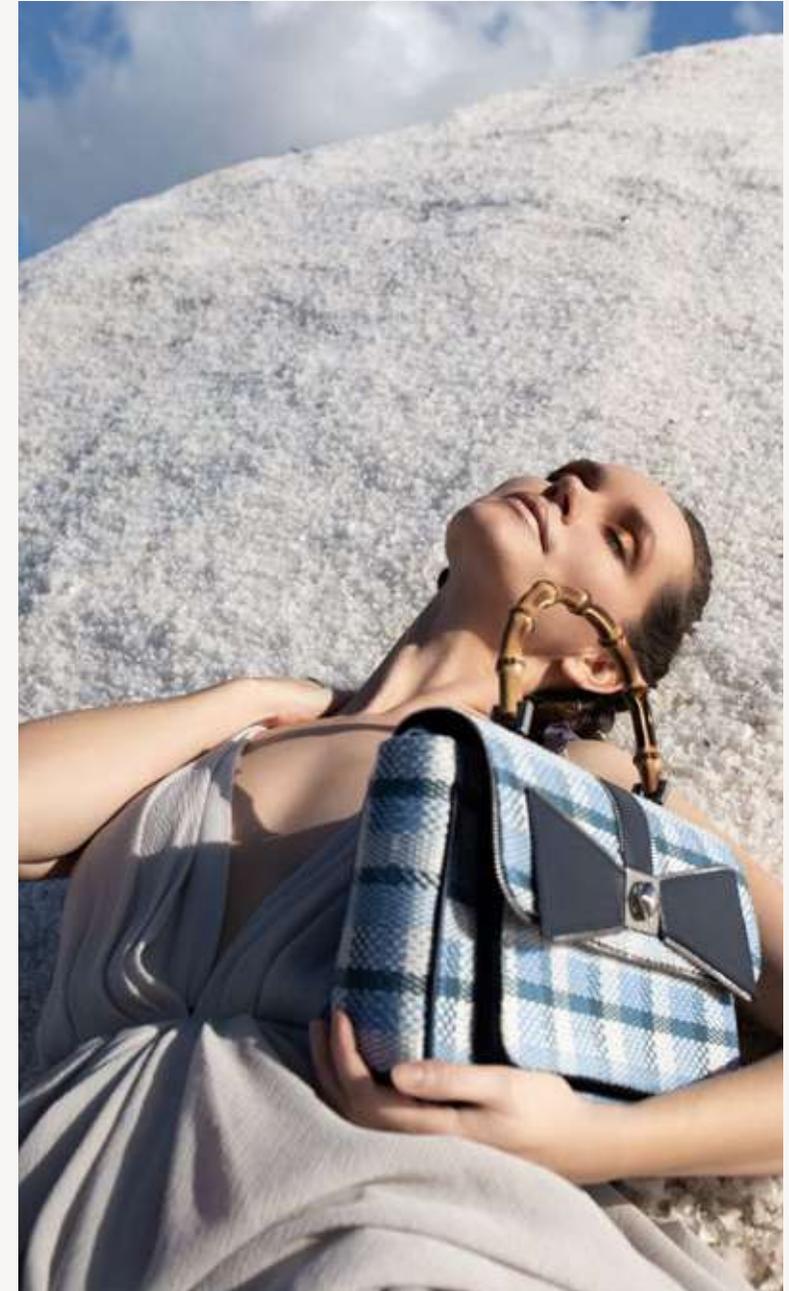
“Our products represent the ideal balance between quality, sustainability and society, which is obtained through the best practice in the production cycle. From the material selection to the final product, we realize that many of these processes are just the beginning of a major global change, which all of us, brands and consumers, must be a part of. We are thrilled you decided to join us in this fascinating journey. ”

DESIGN

A passion for shapes, colours and materials blends with a powerful combination of sophistication, eco-friendliness, traditional craftsmanship and innovative techniques.



 VANESSA SARONI





OUR PRODUCTS

TIMELESS, VIBRANT, UNIQUE

Vanessa's inspiration comes from the world of art, architecture and design combined with an explosion of textures and colours.

She wants each piece to tell a story, provoke a reaction, and move people.

The vibrant colour palette reflects Vanessa's life experience - a fusion of her Brazilian roots, her Italian experience and her global outlook.

The bags are manufactured in Italy in a traditional and specialized process, preserving ancient handicraft skills that are in danger of disappearing.

PORTFOLIO OF PRODUCTS



OUR FABRICS

EXCLUSIVE,
INTRICATE,
SUSTAINABLE

Each metre of this exquisite fabric takes a day for our artisans to produce.

The handmade weaving process is poetic and the interlacing threads tell a story. Single threads are turned into beautiful pieces of art thanks to the talented hands and minds of weavers.

Each thread, colour and weave of the bespoke fabric is exclusively produced for Vanessa Saroni using 100% cotton, silk and wool.



OUR COMMITMENT TO SUSTAINABILITY



REUSE, REDUCE, REDEFINE

Our fabrics and bags are produced according to demand to reduce stored and excess stock. Our packaging is carefully handmade.

The manufacture of fabrics and bags is mostly manual, reducing the need for excessive electricity and water use. This helps us minimize the environmental impact without compromising economic growth.

We recognise that there needs to be a fundamental shift in the world of fashion in terms of production and consumption patterns and that this change is a joint commitment of both consumers and brands.

We see this as a transgenerational responsibility of Vanessa Saroni. We propose to act and commit to this change.

VANESSA SARONI



Ensures its workers are treated fairly across the supply chain. This includes policies against practices on child labour, forced labour, worker safety, the right to join a union, and payment of a living wage.

The brand uses a few animal products, like leather from food waste.

OUR WOMEN

CREATIVE, EMPOWERED, STRONG

Vanessa has always been a supporter for female empowerment and she launched this project with the purpose of making a difference in women's lives by advancing and strengthening female entrepreneurship.

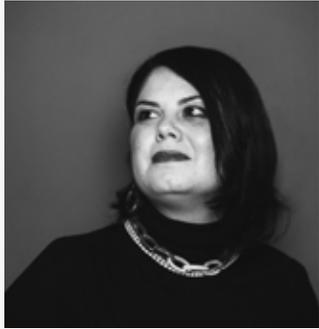
Our fabrics are produced by talented Brazilian artisans who, with their skills and knowledge of manual weaving techniques, generate income and livelihoods.

We work to release their potential and strengthen their communities by giving them autonomy and purpose in often challenging situations such as the scarcity of resources, and raising and educating children alone.

While the designs are an expression of herself, it's the collaboration with other artists which is key to Vanessa's approach - the connection and friendship and is what really motivates her, and this mosaic of cultures is reflected in the brand.



OUR WOMEN



So we talked about sustainability, fashion and interculturalism, last but not least, we would like to talk about one of the brand's main goals: supporting female entrepreneurship. Our motto is "made by women for women" because we truly believe in the importance of boosting and nurturing women's talents, thus creating new job opportunities, but also increasing women's confidence and strength throughout whole communities. We believe that if women stick together and support each other, they can truly achieve anything they dream of and this is what our world needs.



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