

# SARTA



SARTA is a Palermo based brand, founded in 2017. The company ethos is to re-interpret the handcrafted Italian tradition in a modern and detailed way. This concept informs the development of each of our products, aiming to create a unique identity. The primary materials used are Vienna straw and vegetable tanned leather. Designed to be timeless, each collection responds to the practicality of modern life. SARTA crafts sophisticated and unconventional urban details, creating an enduring yet contemporary look. Handmade and locally sourced in Palermo, IT. Here the research was born and continues.

## THE DEISNGER

Giorgia Gaeta is an Italian designer and SARTA's founder. She has lived the most of her life between Palermo and Milan, where she worked as architect and stylist. She has a distinctive ability to combine her intellectual curiosity and cultural interests with the research of new ideas through an unconventional approach. From this natural inclination was born SARTA, detaching itself from the limiting expectations of fashion to present a product with a unique, sophisticated yet nonchalant identity that mirrors her way of thinking and understanding everyday elegance. She believes in beauty.

## COLLECTION

Handmade leather bags anchored to a timeless aestheticism that expresses itself with details inspired by tradition and contemporary everyday life. The classic shapes are combined with natural straw and calf leathers. The collection is undergoing expansion and today variants.

## CREATIVITY

Creativity is at the core of our manufacturing process. We combine our intellectual curiosity and cultural interests with the research of new ideas through an artisanal approach. Our creative process is based on incessant research of materials and inspirations. We aim to enhance the work of all the actors involved.

## RAW MATERIALS

Raw materials are extremely important for SARTA and are the essence of products quality. An internal careful selection process of raw materials and suppliers ensures high quality standards.

## PRODUCTION AND DISTRIBUTION

A lean supply and distribution chain represents the consolidated approach which allows to:

- directly monitor and control each stage of the production process

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from the selection to the purchase of raw materials, from the fabrication of prototypes, to the planning of production.

- preserve the long-standing experience of artisanal know-how and manual abilities.

## MADE IN ITALY

Leather, straw and raw materials are the key points of our manufacture. They express durability, quality, “value for money”, essentiality all the essence of “Made in Italy”. We create four season products, with a longer life cycle because it’s the idea of design we have.

## 2019 HIGHLIGHTS

- Open a studio in Palermo with others emerging start-up involved in design and creativity.
- Launching the 2.0 handbags collection with an higher quality and more sophisticated details.
- Launching the SS Collection searching for new partnership with raw materials suppliers in order to reduce the unit costs.
- Increase the brand awareness in France and Italy through marketing campaign on Instagram, editors engagements, showing products in fashion stores, ateliers, corner shops, exhibitions.

## 2019-2024 GOALS

- Increase the market shares and the selling volumes up to 500% comparing the 2018, to reduce production unit costs of 10%.