



*Syrtaria. L'Arte del Cucito®*  
DESIGN MADE IN SICILY

# DISCOVER MORE...

- Behind the Brand
- Vision, Mission and Values
- Our Fashion Creations
- Our Production Process
- Our Future Projects
- Contact

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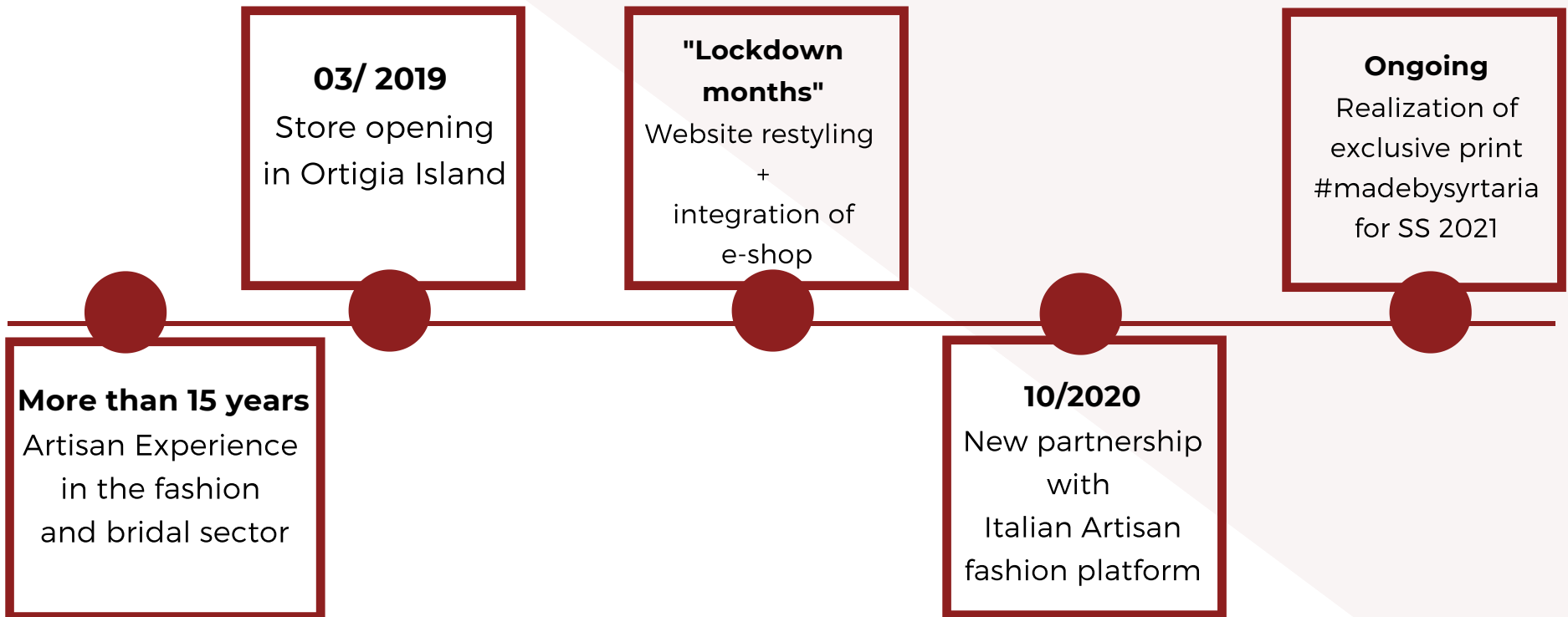


Colours, perfumes and folklore that characterize the sicilian customs and traditions are a source of inspiration for the collections designed and realized by Claudia.

## BEHIND THE BRAND

Syrtaria, l'Arte del Cucito, realizes sartorial and handcrafted clothing and accessories using only Made in Italy fabrics with exclusive Made in Sicily design.

# SYRTARIA KEY TIMELINE



# **MISSION, VISION AND VALUES**

# ***BE UNIQUE WITH SYRTARIA***

## **MISSION**

Syrtaria privileges uniqueness for her clients. This is why Syrtaria does not produce a lot of pieces of the same product giving to clients the possibility to wear something exclusive.

The feature of singularity is going to be implemented in terms of distinctive design and own printing fabrics.

## **VISION**

Clothing and accessories made by Syrtaria want to be a charming journey in the women's fashion universe.

Every client is considered as an exclusive protagonist wearing unique pieces worldwide.

In line with this vision of preciousness, for Syrtaria our clients are the best models ever.





# WHAT OUR BRAND STANDS FOR

MADE IN ITALY

CRAFTMANSHIP

UNIQUENESS

CUSTOMIZATION

TAILOR-MADE

SUSTANABILITY

# VALUES

## MADE IN ITALY

All the creations are produced with only 100% Made in Italy fabrics.

## CRAFTMANSHIP

Clothing and accessories are exclusively handcrafted.

## UNIQUENESS

Syrtaria doesn't create different pieces of the same creation. Every article is unique.

## CUSTOMIZATION

Our clients have the possibility to customize the purchase by adding a personal touch.

## TAILOR-MADE

Syrtaria proposes this premium service: to realize clothes with the client measurements

## SUSTANABILITY

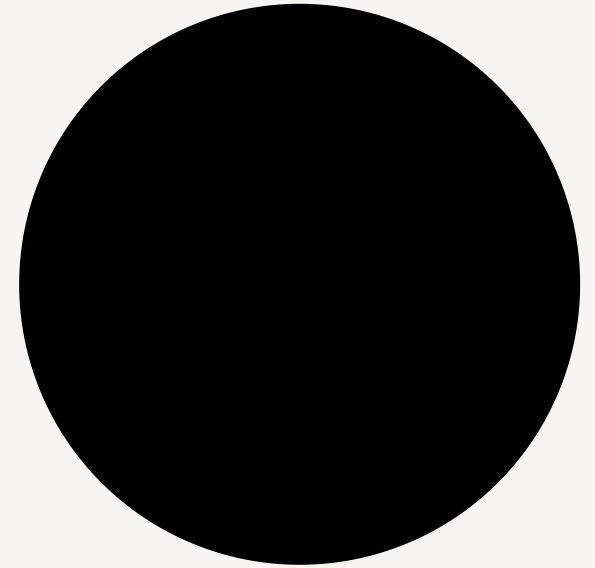
Reduce, recycle, rediscover and renew are main actions that Syrtaria practices as Green Company.



# OUR FASHION CREATIONS

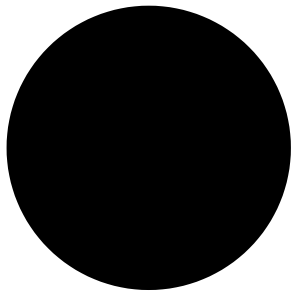
Syrtaria defined her products  
(both clothing and accessories)  
as **creations**  
and not part of the seasonal collection because  
they are **timeless**.

# CORE BUSINESS

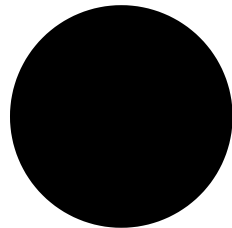


DESIGN  
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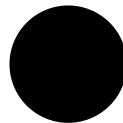
## ADDITIONAL SERVICES



THEMED EVENT



BRIDAL DRESS



SARTORIALIST

## DESIGN MADE IN SICILY





## DESIGN MADE IN SICILY





## COORDINATED ACCESSORIES





# THEMED EVENT





# BRIDAL DRESS

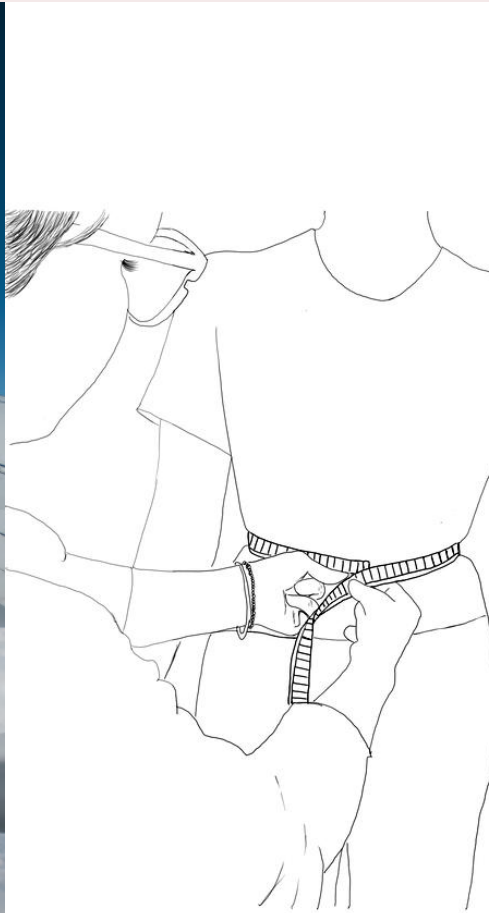


# BRIDAL DRESS





# SARTORIALIST



**THE KEY STEPS**

# **OUR PRODUCTION PROCESS**



# WHEN TRADITION TURNS INTO INNOVATION

Syrtaria creations combine other two fundamental values:  
TRADITION AND INNOVATION

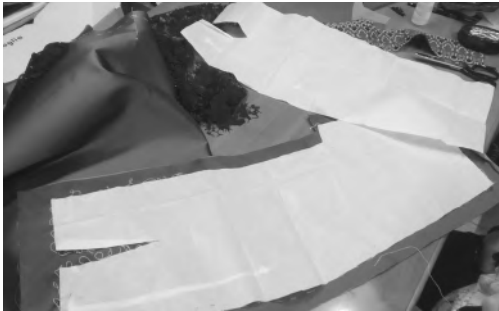
## ***Tradition:***

Syrtaria prefers a sartorial craftsmanship realized using needle and thread rather than industrialization.

## ***Innovation:***

The majority of print subjects used by Syrtaria evoke not only millenary legends (the Sicilian Puppet Theatre, the legend of “teste di Moro” and many others) but also the typical Sicilian beauties full of art and history.

# Production Process



## STEP 1

Create pattern



## STEP 2

Notch



## STEP 3

Clip



# Production Process



## STEP 4

Sew seams



## STEP 5

Embroider (if necessary)



## STEP 6

Ready to wear!



## **SIMPLE MODELS TO APPRECIATE THE HIGH-QUALITY FABRICS YOU WEAR.**

**This is a simple and traditional sartorial art.  
We don't use industrial machines,  
all products are handmade.  
Nothing is to be defined as an imperfection  
but should be appreciated and understood  
as craftsmanship.**

MARIA CLAUDIA  
DESIGNER OF SYRTARIA, L'ARTE DEL CUCITO





# Realization of coordinated Accessories



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# OUR FUTURE PROJECTS



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# NEXT GOALS...

OWN PRINTING  
FABRICS

INTERNATIONALIZATION

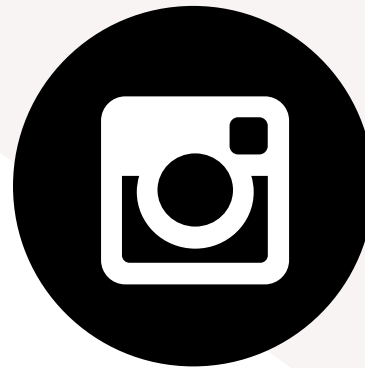
PRESENCE ON  
FASHION WORLDWIDE  
MARKETPLACE



# FOLLOW US



FACEBOOK  
@SYRTARIA



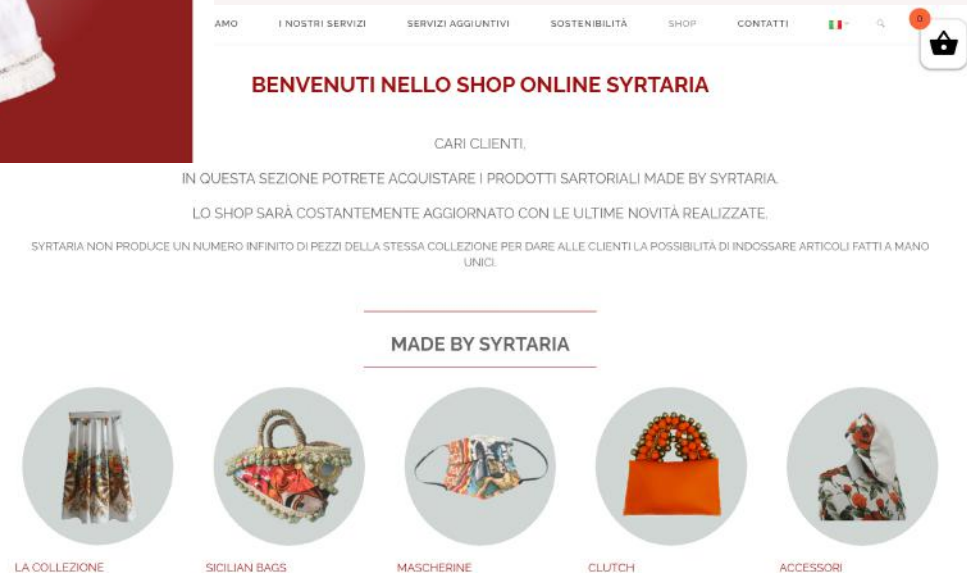
INSTAGRAM  
@SYRTARIA

#syrtaria  
#madebysyrtaria  
#beuniquewithsyrtaria

# DISCOVER OUR WEBSITE + ESHOP (ita/en)



**www.syrtaria.com/ecommerce**



# CONTACT INFORMATION

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