

THE DIGNANI'S



The Dignanis is an Italian-Argentinian design brand founded in 2015 by two sisters: Zule Dignani, fashion designer, and Sol Dignani, publicist.

From the very beginning, their signature was clear: to create their own original prints and transform them into the protagonists of everyday accessories. The scarf became their iconic piece — a versatile, expressive object full of identity.

Each print emerges from their creative universe and is produced in small batches, making every piece truly special. This is how they built a joyful, authentic, and deeply creative brand.

Their designs crossed borders and reached the renowned American retailer Anthropologie, where selected pieces were sold both online and in 25 of its flagship stores across the United States. One of their scarves was featured in a window display at the iconic Rockefeller Center in New York — a milestone that strengthened the brand's international presence.

Over the years, they have participated in design fairs in Italy, Paris, New York, and London, bringing their creative universe to different stages around the world.

In Argentina, they were pioneers in restoring the scarf as a statement accessory, showcasing its multiple uses and reinterpreting this classic piece through a contemporary and functional lens.

After ten years of growth and consolidation in Argentina, The Dignanis expands to Italy to honor its roots and merge its creative talent with the excellence of Made in Italy — combining original design with outstanding quality.

Mission:

We design functional accessories with original, colorful prints that inspire joy and authenticity. We produce in small batches for women who value uniqueness, creativity, and individuality.

Vision:

To become a leading brand in original print design, bringing color and joy to the everyday lives of women around the world — while always preserving the essence of exclusivity, integrity, and purpose.

Contact

hola@thedignanis.com

[@thedignanis](https://www.instagram.com/@thedignanis)

[thedignanis.com](https://www.thedignanis.com)