



# WHERE ARE YOU?

## LÀ FUORI, OUT THERE



### Introduction

We are a lifestyle brand born in New York in 2019 aimed at creating a community of "nomadic and creative hearts" committed to the enhancement, inclusion and safeguarding of artisan cultures.

Thanks to the portal [www.belafuori.com](http://www.belafuori.com) and an active presence on social networks, we tell the stories of our travels around the world in search of the best craftsmen to whom we can entrust, from time to time, the creation of 30% of our design and clothing collections .

### Philosophy

Through our stories at the source of creation, we want to sensitize women to the culture of wearing responsibly. Choosing a dress means deciding the identity of our future dreams in connection with the world and the people who inhabit it.

### The collections

Each Là Fuori collection tells a different artisan story and bears a "woman's smile" as an emblem of inspiration for those who wear that creation. Our artisans are mothers who weave the fabric of life, tenacious dreamers advocates of their own destiny. The woman he creates, through our creations, meets the woman who wears and creativity thus finds dignity and strength often forgotten in the present world.



### How we support the local craft community

We are committed to producing 30% of each collection at the source of inspiration, i.e. directly in contact with the community of craftsmen and artists who inspired us for the garments of a particular season. We share 10% of our profits directly with the weavers, the embroiderers and all the artists with whom we collaborate in our path and the distribution of profits is obviously additional to the salaries we pay for the creation of our products.

Finally, we take care to distribute the money directly to the artisans and we document on the web and our social media channels the entire process of exchange, beauty and growth that we draw from this project in which the local craftsman is the true protagonist of the Là Fuori brand.

### Our design is a cultural encounter

Thanks to the support of the artisans, we learn about endangered textile cultures and traditions and establish a new creative dialogue with them, aimed at defining a stylistic, cultural and exchange "meeting" that allows the craft community to develop a new awareness of value and of the role their products play in the modern market.

To this end we love to work directly on site with the artisans who host us in their homes in the villages of origin and we use social media channels and the web to bring our customers side by side with us and thus establish a true empathic connection between those who they create and those who wear.



### The choice of materials

All our products are sustainable. We create fabrics using organic fibers and sustainable resources. We do not use polyester and non-biodegradable products, and our packaging is also sustainable and reusable. The colors of our fabrics and prints are ecological and all of this helps to reduce water and environmental pollution.

### Processes and forms

The product is handmade from A to Z. Hand stitched and embellished with extreme care and precision thanks to a touch of stitching and couture finish. For our special pieces, we use handcrafted fabrics and develop customized prints and patterns for each collection in collaboration with artists from different countries. Even in sizes, we cater to customers of all sizes and we keep ourselves open to experimenting with ad hoc garments for people with physical problems.

### The diversity in traveling together

Every six months Là Fuori selects new travel companions to wear the previews of future collections and who will collaborate with us in the creation of content that can keep the artisan culture alive.

