

STANDER™

ART BAGS TO WEAR



Let yourself be inspired by the beauty
and artistry of each piece

www.standerbags.com

THE BRAND

Stander Bags is synonymous with luxury, art and craftsmanship, rooted in the heart of Venice. It combines traditional Italian craftsmanship and stylistic innovation in the luxury handbag sector.

Each bag represents a piece of Italian design, made with an uncompromising dedication to quality and aesthetics.



VISION

Stander Bags' vision is to become a symbol of responsible luxury, recognised for its commitment to excellence in craftsmanship and sustainability. We aspire to be a benchmark in the fashion world for sustainable innovation and exclusive design, inspiring customers to choose products that tell a story of excellence and responsibility.



STANDER™

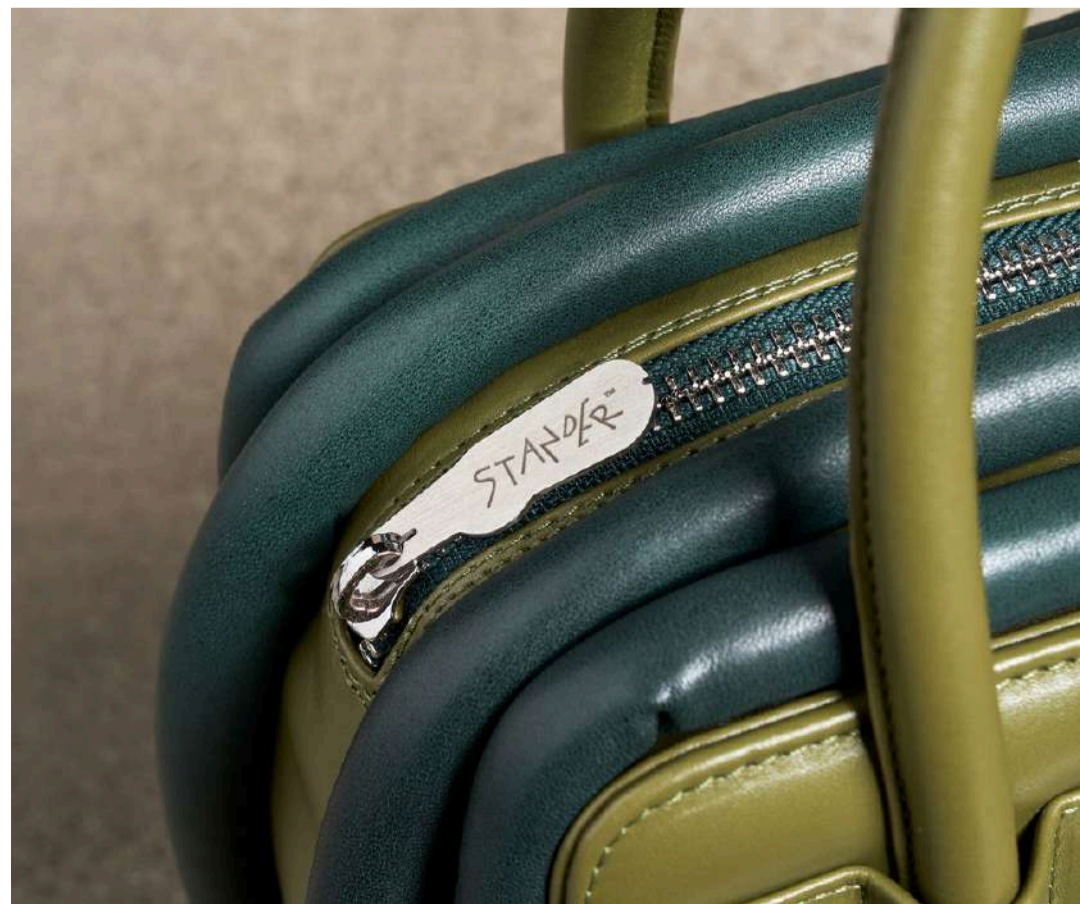
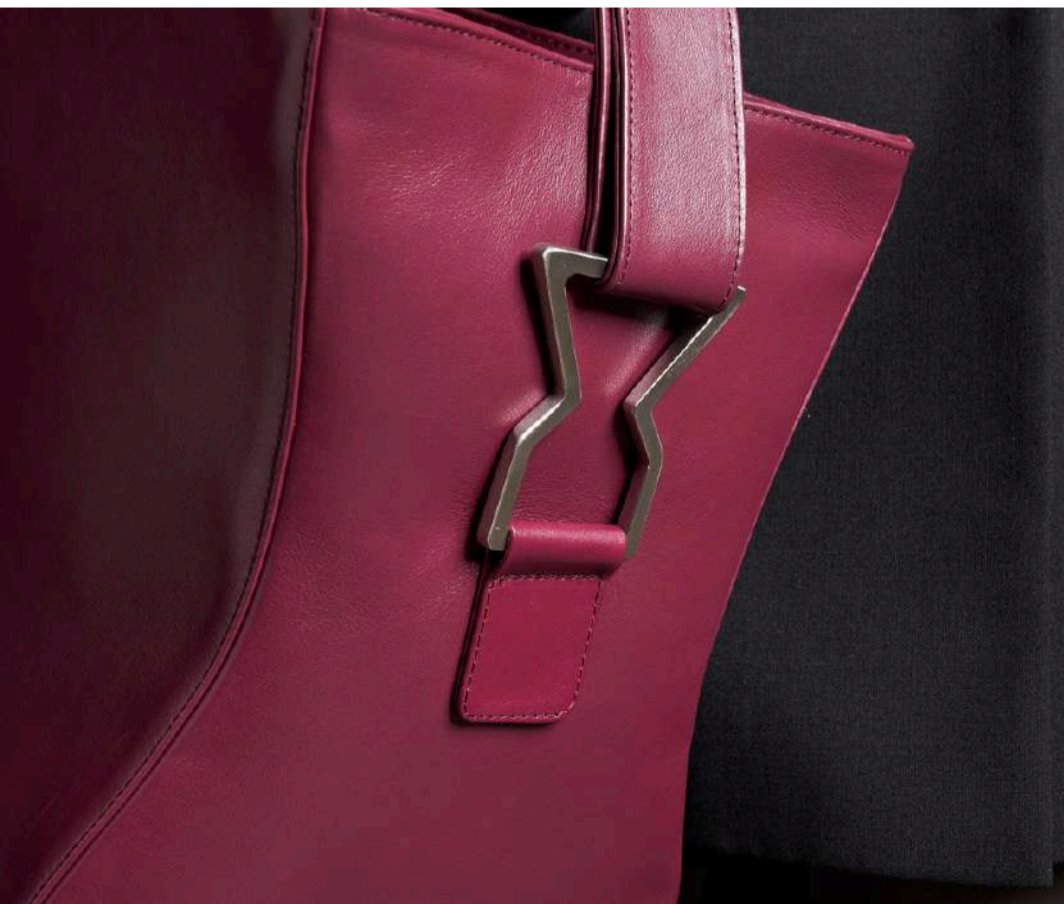
MISSION



Stander Bags' mission is to transcend momentary fashion trends by creating bags that represent a lasting investment and that perfectly balance functionality, aesthetics and sustainability. We are committed to enabling our customers to express their individuality through designer accessories that embody conscious and responsible luxury.

SUSTAINABILITY

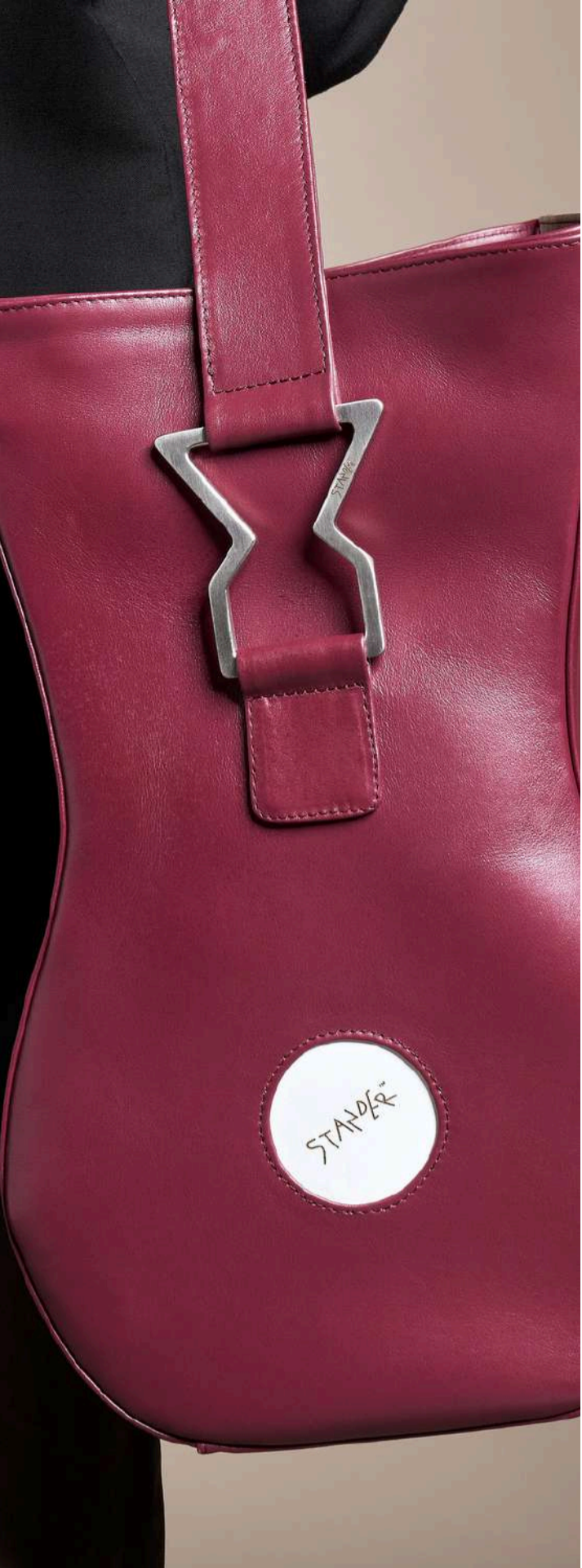
Every step of our process meets the highest standards of ethical production, social responsibility and environmental impact. We are committed to reducing waste by partly using leather from deadstock. All leathers used come from Leather Working Group (LWG) certified tanneries, the labour is completely local and every element of the bag is made by artisan workshops in the Venice area.



DESIGNER

Alberto Freo, founder and creative mind of Stander Bags, is a Venetian artist and designer whose training at the Academy of Fine Arts defined his unique approach to fashion. Alberto has always been fascinated by the strength and mystery of the feminine world and draws inspiration from it to create bags that reflect its strength and charisma. His creations are true works of art that embody the fusion of functionality and aesthetics.





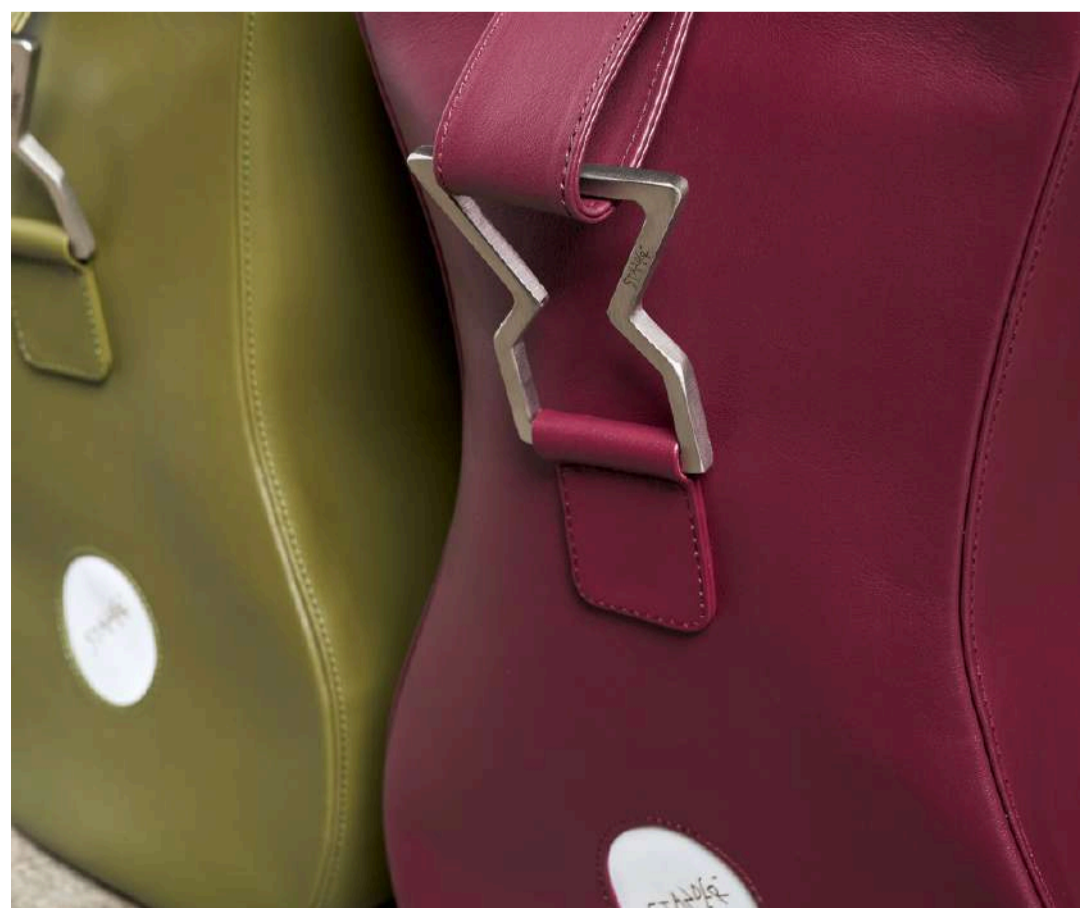
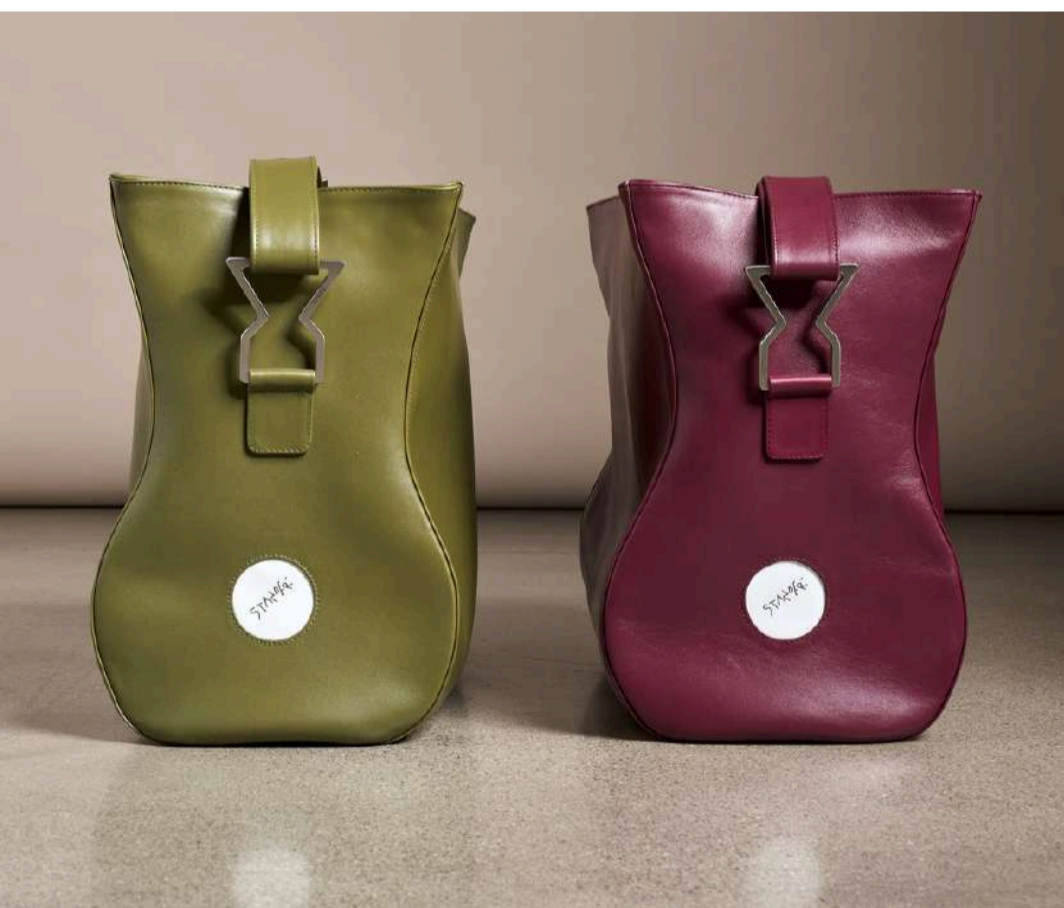
TARGET AUDIENCE

The Stander Bags audience is sophisticated, conscious, and in search of quality products that balance aesthetics, functionality and sustainability.

They love and value Italian craftsmanship and want accessories that are a unique statement of their personal taste.

BEST SELLER

The D01 model is Stander Bags' best seller, loved for its everyday versatility and also ideal for weekends. Every detail, from the design to the exclusivity of the accessories, is designed for those seeking a practical yet sophisticated accessory. A true tribute to craftsmanship and design, the D01 is the preferred choice for those who want to stand out with elegance every day.





THE ICONIC

Stander Bags' P19 is the essence of the artistic imagery that characterises the brand. It embodies Alberto Freo's visionary interpretation of the female form. Not just an accessory, but a declaration of intent: the handle, inspired by a woman's silhouette, is the fulcrum around which the entire design is built. It not only catches the eye but tells a story. It is the model that symbolises the identity of Stander Bags, bearing in every detail the signature and imagination of its creator.

TAG LINE

The TAG line captures the essence of a dynamic lifestyle. Designed to be versatile, it is suitable for both work and leisure.

TAG's aim is to offer a quality product at an affordable price.

Like all Stander Bags creations, TAG bags are 100% Made in Italy, produced in an ethical and sustainable working environment.



VOGUE
ITALIA

VANITY FAIR

iO
DONNA

GRAZIA

ELLE DECOR

french fries

PRESS & ADV

Stander Bags is present in major media, both in print and online.

Main highlights:

- iO Donna Shoppable Tendenze A/I '24-'25.
- Vanity Fair - Mostra del Cinema di Venezia (attivazione Talent, ads Meta e Tik Tok).
- Vogue Italia 60th anniversary, single page (printed)
- Vanity Fair - Sabato Shopping, 2/11/2024.
- Vogue Italia - Novità moda Autunno 2024.
- Grazia - Natale 2024: le idee moda.
- Elle Decor Italia.
- French Fries Magazine.
- Vanity Fair - Cosa regalare a natale.



PR MARKETING

We have established fruitful collaborations with influencers, content creators, UGC creators in the industry to amplify our brand visibility and strengthen our presence in the fashion market.

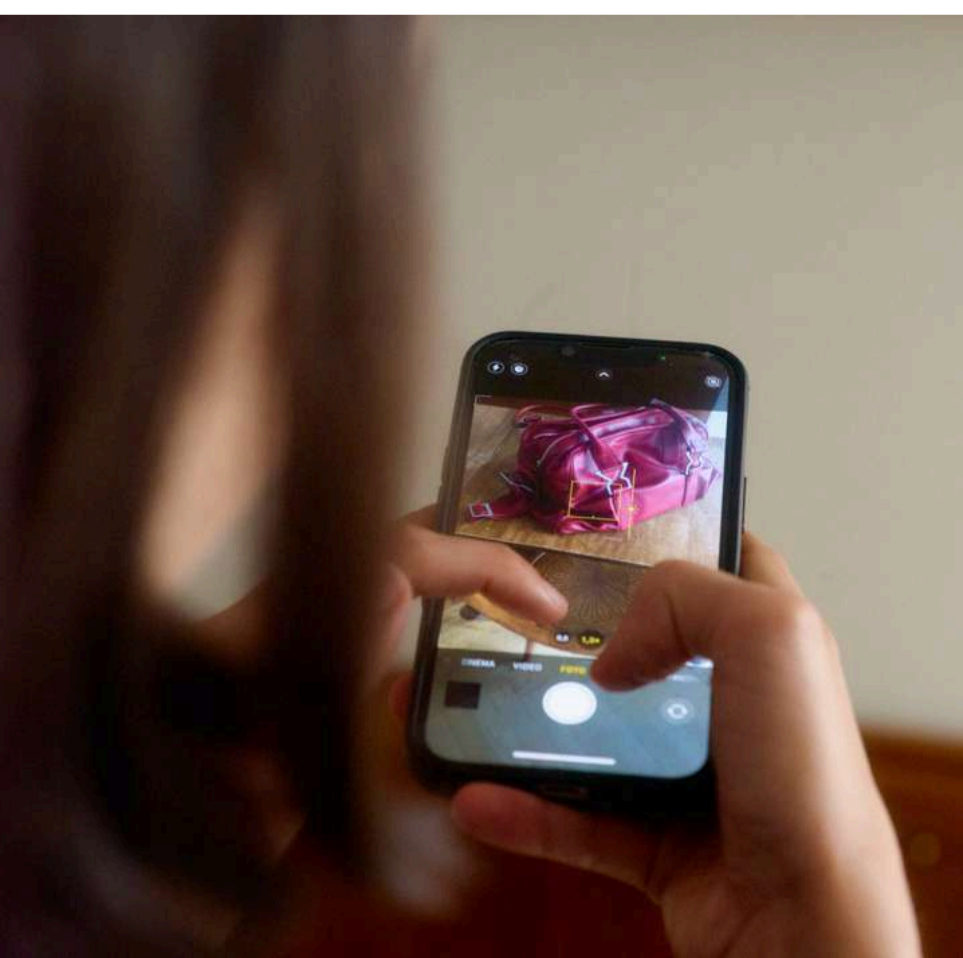
Some examples: Lorenzo Bises, Clio Bargellini, Francesco Innocenti, Lavinia Guglielman, Giulia Loreti de Paolis.



PRESS DAY



Breakfast/brunch with dj set at Via Stampa Milano. An exclusive day dedicated to the press and fashion industry insiders to immerse themselves in the universe of Stander Bags, presenting the new collections and the artistic vision of designer Alberto Freo.



POP UP STORE

In December 2024, Stander Bags expanded its physical presence through two Pop Up events in Milan:

- CASA MaM - event of the digital media 'Milanesi a Milano', representing Milan's streetstyle trends.
- ARTETICA - DREAM POP UP event of the multidisciplinary studio and concept store founded by Giorgia Sara Conte, fashion designer and Sergio Di Pilato, architect.



AW collection Pop Up
Casa MaM
12-13 Dicembre 2024
Via Melzo, 12 Milano



AW collection Pop Up
artetica
21-22 Dicembre 2024
Via G. Pepe, 20 - Milano

STANDER™

(LOGO DOWNLOADABLE)

STANDER™

(LOGO DOWNLOADABLE)

STANDER™

(PRESS RELEASE)



RESOURCES

Here you will find the Stander Bags logo, the press release in PDF format and a careful selection of images that you can use for print and digital.

For further material, please write to info@standerbags.com.

CALL

+39-366 5057284

EMAIL ADDRESS

info@standerbags.com

WEBSITE

www.standerbags.com

OFFICE ADDRESS

Via Nazario Sauro, 17 - Venezia

CONTACT



THANK
YOU

www.standerbags.com

