

*beSpoke*  
THE CHIC & COOL





Elena Berton

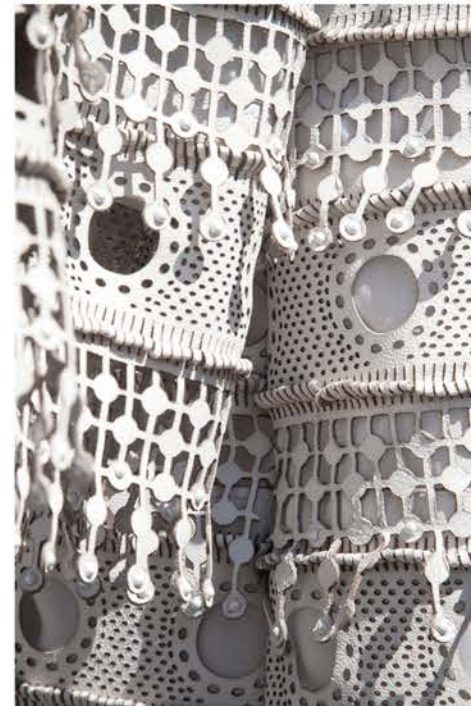
# Handcrafted Beauty

BY MICHELE DEMATTEIS





"MY VALUES ARE EMBEDDED IN TIMELESS OBJECTS. EXPRESSING HANDCRAFTED BEAUTY IN ITS MOST ESSENTIAL FORM AS LUXURY FOR ME IS ASSURED QUALITY AND UNCOMPROMISED INTEGRITY".



ELENA BERTON WITH HER LIMITED EDITION COLLECTION HAS BEEN SELECTED AS A LUXURY PARTNER FOR THE BMW GROUP.



I remember myself as a child in Florence. My mother would take me along to the artists' workshops where she would choose the leather for her bag – a handbag made only for her, following her wishes, truly one of a kind. I remember those confident and quick hands cutting, sewing and shaping, breathing new life into those precious materials. I recall the warm smell of leather, the unique sensation of my fingers brushing its surface, the emotion and excitement at seeing it come to life in a new shape. These are the roots of my passion which have accompanied me through the years of my work as a symbolic red ribbon: the constant patient and persistent quest for an authentic artifact, which unites the creativity, the traditional techniques, the choice of exceptional materials and their manufacture and the close attention for every detail. Curiosity has guided me in the process of discovering the work hidden behind a beautiful object. This is how I found my own path between artifacts and artisans. My relationship with these exceptional people, with these masters of their craft, has enriched my own work: From being designer and commissioner, I discovered an entirely

different dimension – a very lively, stimulating and important one. We now share the creative process, during long days and months of attempts and samples in order to accomplish the desired result. A very significant moment in my history was to meet Elisabeth Sandmann, a German publisher who encouraged me to document my journey through the places of excellence where my collection comes from. We were connected not only by the great passion for our profession, but also by our mutual attitude towards products that have been made in honest, sustainable and upright conditions. Our project finally became "Le Mani invisibili", a book winner of two international awards. Over the years I have visited parts of Italy which have always been the sites of antique and precious artistic traditions and productions, and I have met people capable and proud of facing the work of doing, undoing and redoing every step of production with grueling dedication in order to achieve a result as close as possible to perfection. Visit Elena Berton in her stores in Munich and Pietrasanta. ♦

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