



SANABAY

PARIS

2022
PRESS KIT
SUMMER

“

Our ECO luxury handcrafted raffia bags offer a subtle blend of authenticity and enthusiasm. We reinvent that effortless French chic while it lives with respect for humans and traditions.

Nature meets urban style, with commitment to ethical fashion for a sustainable future. A story of fashion and sense for those who love experiences where emotion takes the first place.

TRUST YOUR NATURE

”



the
CONSCIOUS
behind the
beauty



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BRAND + COLLECTIONS

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Words from the founders

SANABAY's founding duo, Nathalie and Sandrine, consciously choose to participate in building a better, more responsible world thanks to their designs. These two Parisian women, inspired by their city and the women who live there, share a desire to extend the alchemy of their friendship with a brand that reflects their core values.

TRUST YOUR NATURE is their brand's signature but it's also a call to action, inspiring us to imagine a fair fashion brand that tackles head on the issues of eco-responsibility while always honoring the codes of beauty.

SANABAY is for women who are confident in the future. SANABAY's raffia bags and accessories are unique pieces, designed and handcrafted giving rise to a style that is bright and authentic. A story of fashion with meaning, created for those who crave experiences where emotion is paramount and where durability prevails over the ephemeral.

Sandrine & Nathalie

a committed brand

The positive energy of the collections draws its essence from the timeless values of luxury

IMAGINE A BETTER FASHION

At SANABAY, we love beautiful things, the kind that tell us a story, that reflect the beauty of the gestures that shape nature in its raw state. Entirely hand crocheted in natural fibers, SANABAY's collections ennoble the raffia to make it desirable. This inspiring transformation draws its essence from the timeless values of luxury that the brand honors: craftsmanship, durability and expression.

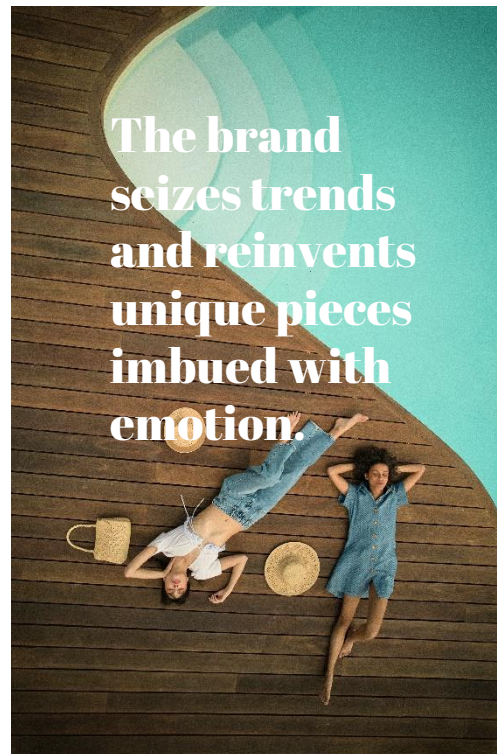
SANABAY's ambition is to think creatively to reinvent a new sustainable and sincere luxury with a deep hope that benefits of nature will help the humanity to face the human and environmental challenges.

WITH A BEAUTIFUL AND REBEL NATURE

SANABAY offer a fashion with acts for women who believe in another future for our planet.

A fashion which help women to be self-confident, which is about listening to their intuition, this inner voice that quietly reminds them that they must trust who they are, their desires and their intimate commitments.

SANABAY offers a travel towards optimism as a good antidote to gloominess. This vision stands out in the brand's signature : Trust Your Nature.





audacious



confident



authentic

For a hopeful woman, city-dweller and traveller who draws strength from her confidence in the future.

No one should have to choose between beauty, ethical principles and sustainability. SANABAY invites to live a meaningful life where creativity and transmission are at the core.

SANABAY bags are personal treasures for this modern woman who loves authenticity and surrounds herself with people and objects she cherishes and protects. The SANABAY's pieces are made for this woman whose personality navigates between fantasy and joy, having a daily thought about Humanity and the Future.

For all of these reasons, she loves SANABAY's pieces of traditions made with an obsessive attention to details, bringing out a boho and bold style that suits her personality.

Our lines designed to last



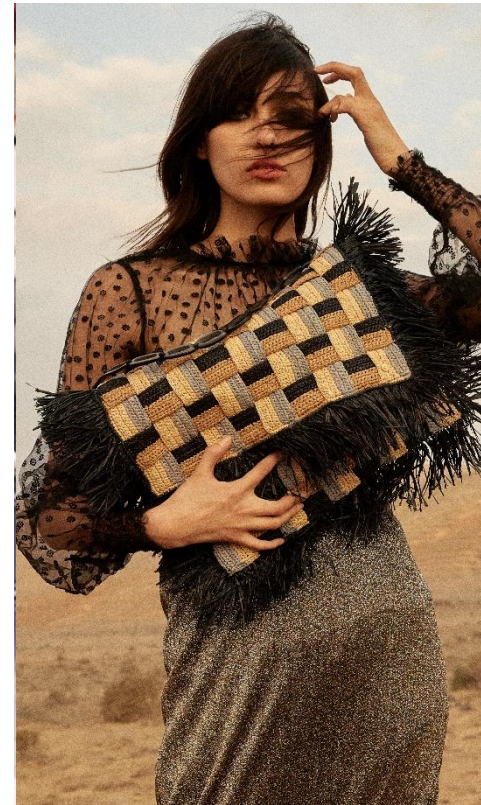
PARIS FOREVER

A line of chic and elegant bags with a vintage twist that makes them timeless.



GYPSET SPIRIT

Ultra chic and cool bags, clutches and totes in a deep brown color and openwork mesh.



ROCK THE RAFFIA

Bag accessories or key pieces, this creative line displays urban glam rock lines.

TRENDS & LOOKS

Sophisticated details, timeless pieces, handbags, totes or clutches in soft or structured shapes, the brand revisits trends and reinvents chic basics for a sunny, bohemian woman, full of enthusiasm and nostalgia.

THREE LINES

TO PLAY WITH STYLE

According to SANABAY, green accessories have to be in the mood of time to be adopted. The brand composes with the eclecticism of desires with a timeless touch. At last, it offers a fluid and feminine dressing that allows each woman to express her creativity with style.

Paris Forever

BACK TO CLASSICS

The PARIS FOREVER Collection is pure elegance with a vintage twist that makes it timeless! A chic and feminine collection composed of bags that revisit three eras. Back to the basic with handbags featuring 60's accents, pure and structured lines, 70's shoulder bags to twist a bohemian bourgeois look or graphic clutch bags in homage to the preppy chic style of the 80's.

A collection that boldly interprets the codes of classic style.



Gypset Spirit

FOLK & NOMADIC SPIRIT

Bags with soft volumes, essential bags to adopt for a gipsy silhouette with a trendy “exotic fashion” touch.

The collection offers a bohemian attitude with its codes and values. A folk-style and good karma spirit radiates from all the convenient pieces that make up this posh collection with stylised finishes.

Cool pieces and simple elegance, natural colors from plant-based dyes that goes perfectly with a assumed modern boho wardrobe. A marriage of “gipsy” and “jet set” way of life and inspired by the hippie chic style.



Rock the raffia

ROCK & NATURE

Raffia plays with rock'n'roll vibes far away from the conventional idea of what raffia bags should look like.

Removable bag accessories or centerpieces, the ROCK THE RAFFIA line displays urban lines with an efficient punk rock attitude.

Stylish bags or straps to personalize a committed rock wardrobe or achieve a glam rock look. Rock studs or flexible chain pouch, or removable straps, a line that plays with the codes of rock style while offering high-end artisanal finishes that give pride of place to the soft volumes acclaimed this season.



TRUST YOUR NATURE

We trust in the **deep nature** of women who want a **different fashion** that combines beauty for oneself and good for the world.

We listen to our intuition, this inner voice that reminds us that we must **trust** ourselves, listen to our intimate **commitments**.

Our fashion is made of **excellence** to be proud to wear it, **meaningful** and reflecting our personality in how we are **unique**.

Come back to **optimism** and follow this fresh **impulse** which invites us to change the way we buy, and how things are produced.

trusting is the core of our signature

Simple words that speak about our vision of fashion in today's world : more conscious, more ethic and definitely sustainable.

An ode to a free and slow fashion that invites us to live an optimistic life and renewal.

A feelgood mantra that calls on everybody's inner energy to reinvent a world of equality and inclusivity.

An evocation of this personal intuition that make us in vibration with nature and questions us about the future of our planet.

the fair value

Beauty at the right price is our ECO - luxury vision

Reconnecting production realities and prices with a transparent information is the goal. We believe that the price on the product tags reflects our values. This is something we are very proud of.

However, what is a fair price? Everyone says that a fair price is an honest price that is well gainful for each stakeholder in the production and distribution process.

Green businesses rely on a sustainable value chain, that's why price is the result of a choice. Electing production methods respecting people and the planet, preferring natural materials,

leaning on partners taking into consideration sustainability and ethic principles, having small level stocks, relying on handmade process without giving up on quality requirements. Those choices aren't always the cheapest, but they reflect our values.

To help our customers to better understand our prices, we inform them with transparency of the numbers of hours required to produce each piece. This information can be seen on each product public sheet.



Each piece is entirely handmade and requires between 40 to 100 hours of work.

Public prices begin at 80 euros to 450 euros.
The average price of a bag is 350 euros.

producing while protecting

We are thinking creatively to reinvent
a new sincere luxury

responsabilité et passion.
En raphia naturel, il est réalisé avec un sens
rigoureux du détail par de talentueux artisans.
Chaque production est unique
et il peut arriver que vous constatiez des petites
nuances de couleurs, de formes ou de mesures
sur un même modèle.

#trustyournature
est notre hashtag car nos clients savent ce qui est
bon pour soi et pour le monde.

www.sanabay.com

on Instagram with hashtag #trustyournature

SANABAY
PARIS



- 1 - HANDCRAFTED & HANDEMADE
- 2 - INCLUSION & SOCIAL ECONOMY
- 3 - SUSTAINABLE & RESPONSIBLE
- 4 - CO² EMISSION CONTROLLED

SANABAY slow luxury vision embodies values of humanity and confidence. Our ECO-design is committed into solidarity and ethical production.

Our approach is based on engagement. At any steps of our business, for any decision, we are thinking about what is the the best answer to protect our handcrafters and the planet in order to get a green original luxury.

We are obsessive with an effortless French fashion design where slow made and eco-design is the core.



1

handcrafted and handmade

We refuse to give in to the frantic pace of “more and more”. To make our exceptional fashion pieces we rely on thorough local expertise and sustainable materials.

We collaborate with talented women artisans working in audited workshops in Madagascar. Each piece highlights their traditional techniques of crocheting natural raffia. We strive to respect their culture and we consider their mastery an art.

We support a fashion that breaks with the rhythm of the seasons, a production that goes at its own pace, a supply that values quality over quantity.



2

inclusion

We have opted for a collaborative economy, notably by working with audited workshops and by working with people who have a low employability rate. We aim to empower Malagasy women through the craftsmanship that is their cultural heritage. For some of the finishes on our raffia pieces or for our logistics in France, we favor social economy partners employing men and women in reintegration or disabled workers.



3

sustainability

In order to develop sustainable and responsible fashion that respects the environment, we mainly use biodegradable, plant-based materials that are part of a circular economy.

As far as possible, we use natural plant-based dyes. Every day we think about producing in a way that preserves the natural materials we use, which we consider to be a scarce resource. Our search for alternative materials has only just begun. We are interested in new forms of synthetic leather made from renewable natural resources. Our finishes are made in France and Europe with nickel-free metals developed with workshops that recycle their waste.



4

CO² controlled

The issue of limiting CO2 emissions is seriously considered for the transport of our goods, particularly through the optimization of our logistics flow.

Whenever possible, we give priority to sea transport rather than air transport and offer our customers who order via our website eco-friendly parcel delivery solutions.

Each time we can we work with eco friendly partners to reduce our environmental impacts as we did with our last eco-produced campaign.

A little more ...

OUR NEW COLLECTION 2022

We launched our new collection in January, adding 12 new bags and, for the first time, 4 different styles of hats and belts. We introduced new colors and precious braided details.

SANABAY & GALERIES LAFAYETTE Boulevard Haussmann - Paris

We held a successful Pop-Up Store at the flagship location of the Galeries Lafayette last summer where we had the opportunity to get noticed by foreign distributors and initiate meaningful collaborations abroad. A remarkable experience we are planning to renew this year!

HELLO ASIA!

We began a collaboration with Japanese distributors which provided the opportunity to see us at the 2022 edition of Project Tokyo last March. We are getting ready to make our beautiful pieces available to you soon at SOBU and KINTETSU Department Stores.

NEW WHOLESALE ONLINE TOOL

We recently implemented a wholesale tool offering distributors the option to purchase and track orders directly through our SANABAY website.



ADVICE & CARE

Natural raffia is an extremely resistant fiber that requires few protections. However, as with your regular leather goods, keep your raffia bag out of rain.

If the raffia is stained, it can be cleaned by rubbing the affected area with a soft, damp cloth and soap. It can be ironed on a soft heat without steam to restore its original structure.

SANABAY bags are exceptional pieces that are easy to care for and sustainable. They are designed to be transmitted to future generations.

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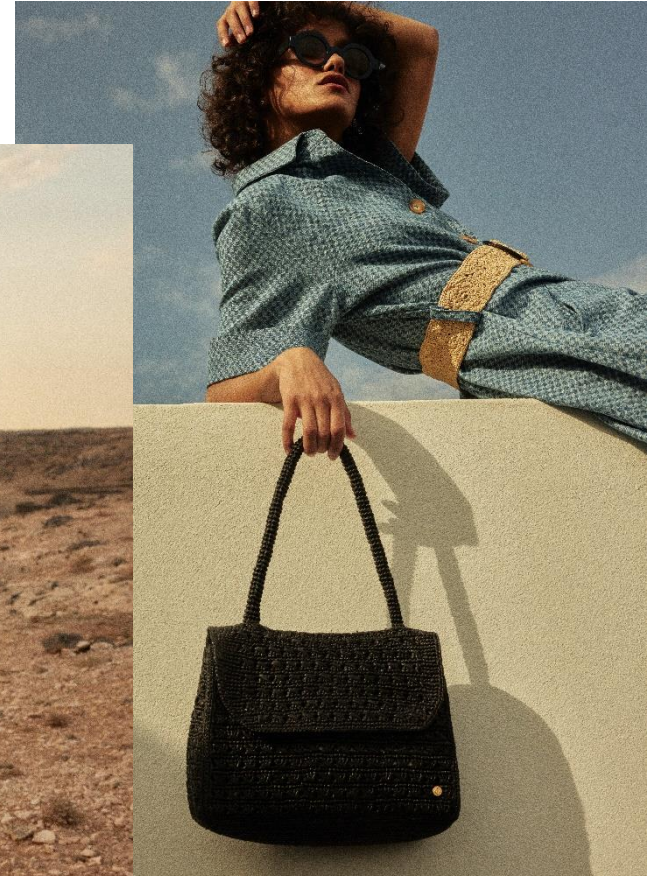
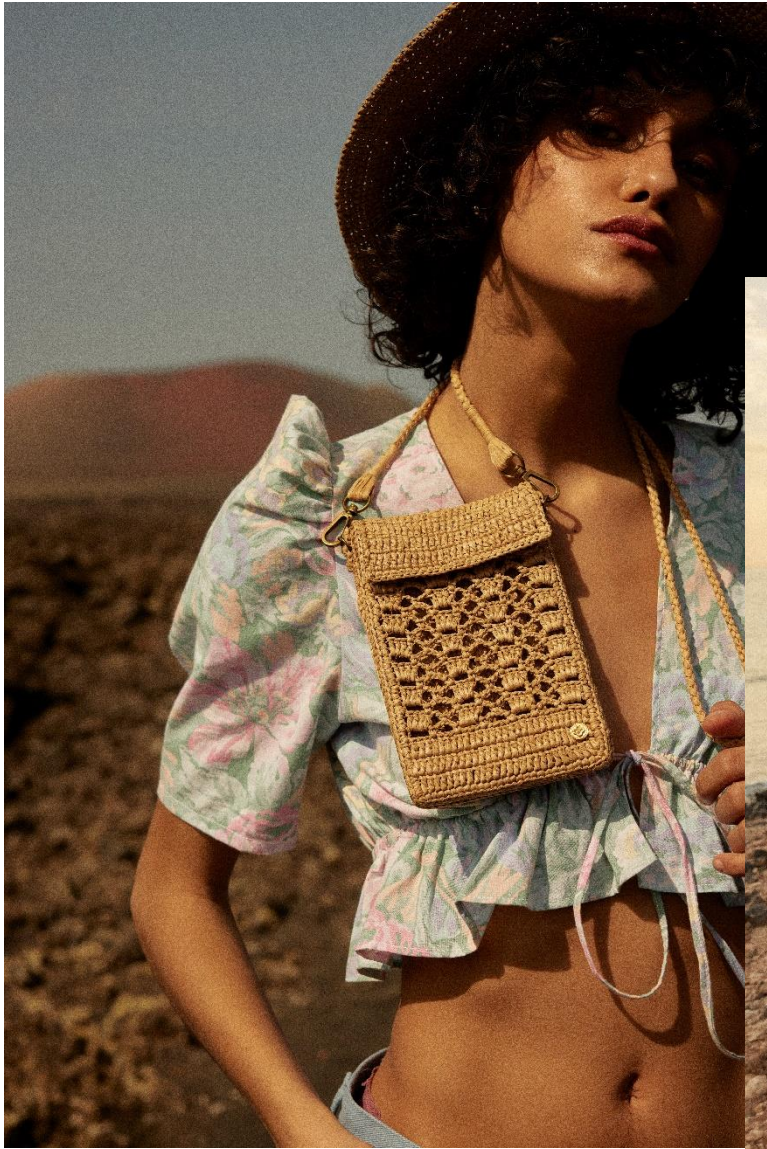
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