

23-19 Jan. 2023

Dudubags

#DuduatMaisonObjet

# PRESS KIT



[www.dudubags.com](http://www.dudubags.com)



## About Us

Dudubags is an Italian brand of leather bags and accessories for him and her that combines tradition and experience.

It is the story of a family that began in the artisan workshops in Florence, the heart of Italian leather manufacturing knowhow, where, at a very young age, Biagio Addario learnt the art and the secrets of leather working. In 1992, his children Enrica and Paolo turned this craft into a variety of collections that today are also available online. An evolution that team's refinement and Italian attention to detail with the various trends in modern taste. The brands Dudu, Nuvola Pelle and Antica Toscana are all part of Dudubags.

### Italian design

Dudubags' products tell a story of in-depth familiarity with leather and how it is worked and of an idea that becomes an everyday accessory.

Recognised as some of the best on the market for their quality and attention to detail, these articles are developed by an in-house creative division or are the result of collaboration with independent designers. Great passion goes into conception and design, which all take place in Italy, as do quality control, marketing and distribution, ensuring a consistently prompt service.

## Communication and brand image

Eye-catching design is the feature throughout all our communication tools.

Online, the photos speak louder than words, ensuring dialogue with our clients and an easy way to choose and purchase. For those wanting to check out our quality first hand, our company showroom offers a close-up look at the variety of the Dudubags collections. Designed to be pleasant to visit and refined, our showroom presents the same single-brand sales points format, like the Dudubags store in Venice. The uniqueness and recognisability of Dudubags helps to ensure the loyalty of our clients, who see the distinctive characteristics of a refined article and its quality.

### Focus on the client

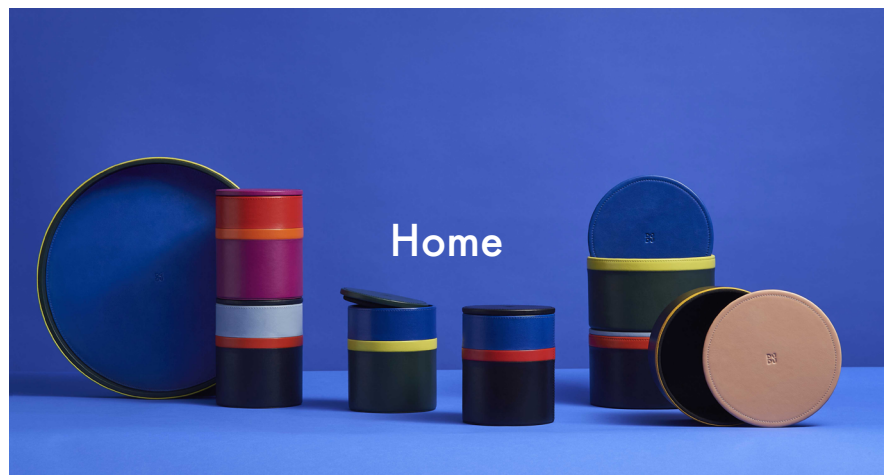
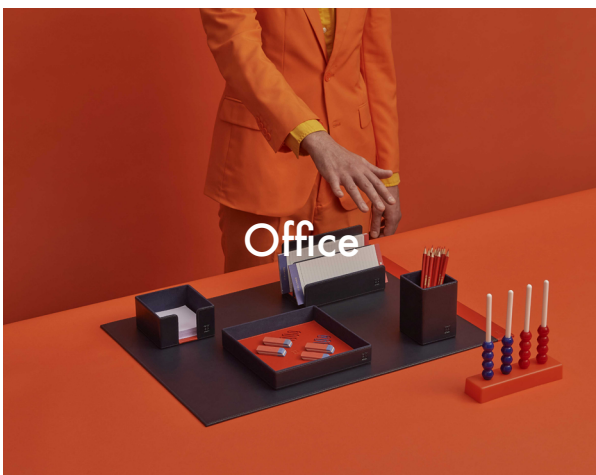
Client satisfaction is the main objective for Dudubags. Starting with design of the product, via the choice of materials through to the purchase experience. A constantly updated assortment: our wide range of articles meets the taste of those looking for a bag or an accessory that matches their personal style. Special attention is paid to fast, secure worldwide deliveries. The company's reliability and seriousness are what make Dudubags a benchmark on its market today. A solid commercial partner that manages its logistics and services in a totally professional manner. Precise in its relationships with end users and retailers alike.



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# COLLECTIONS

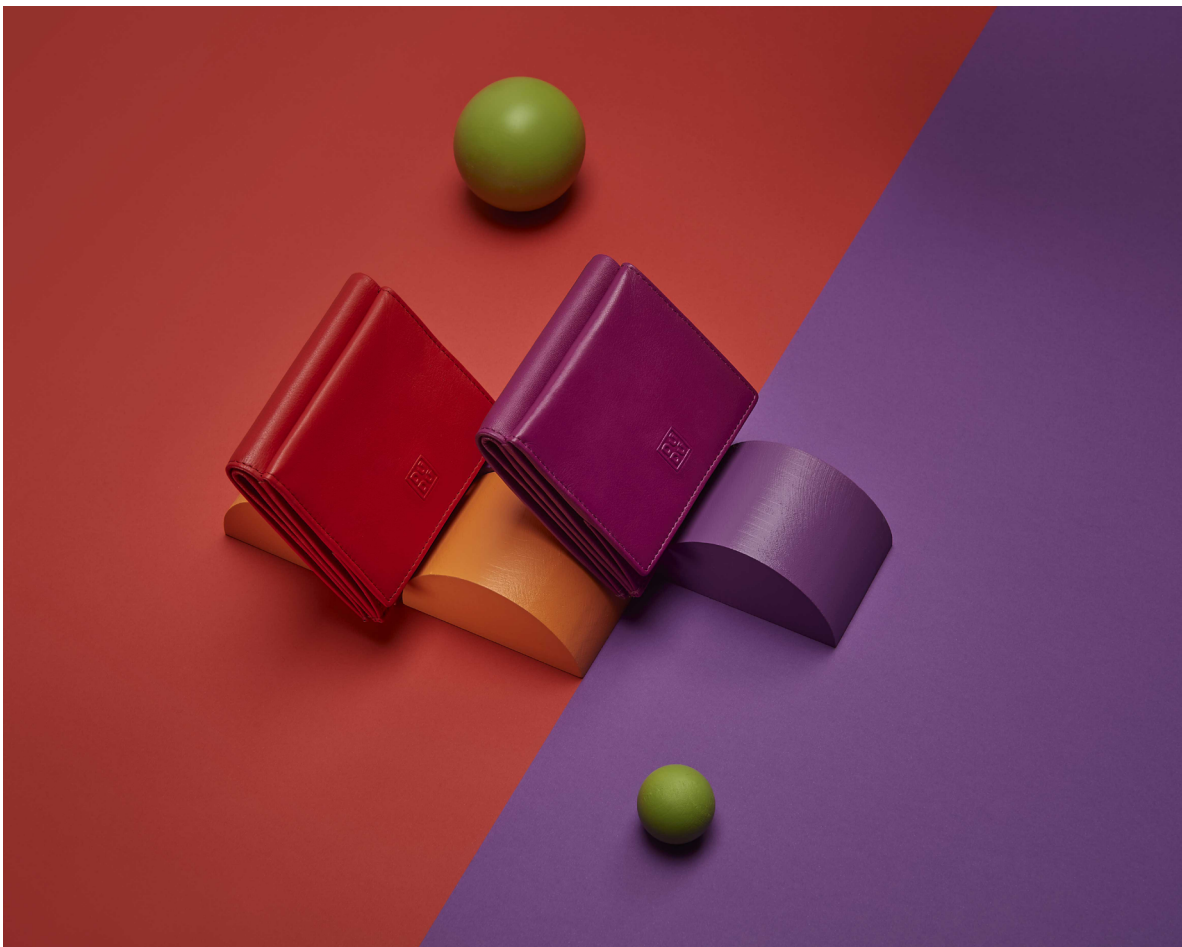
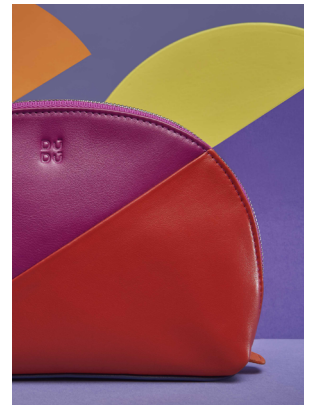
*Dudu bags and accessories, for him and her, are the outcome of a perfect combination of design, experience and functionality. The models in different leathers interpret fashion ideas and icons with contemporary style, colour and personality.*



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# WALLETS AND ACCESSORIES

*Colour, design and function are the distinguishing keys of colourful wallets and purses and accessories for him and her in the Dudu Colorful line.*



A line of versatile models in soft nappa leather, available in a wide range of colours. Big-impact and lively, or delicate and natural, original colour combos add a fresh, peppy note to the style.



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# BAGS AND BACKPACKS

*Color, identity and contemporary:  
seven models of Made in Italy bags,  
with high quality design and finishes.*



A collection dedicated to design and color lovers, rich of contrasts that highlight the shapes of each bag. Each piece is a little gem to add to your wardrobe. For work or leisure time, to an evening out with friends... with one of these bags you will always make a difference!

# OFFICE

*Linear geometries and colourful details, ideal partners for the working and study worlds.*



Backpacks, briefcases and accessories designed to help you organise your work or study day. Featuring special design elements and contemporary details that, combined with functionality, make each accessory unique.

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# HOME

*DuDu leather accessories with geometric and linear design to decorate and enhance your home.*



Available in different colour combinations, these items combine functionality with style and are perfect to bring a touch of colour, design and modernity to any room.



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# SOCIAL



# Hashtags

**#dudubags #dudu #colorful**

**#duduatmaisonobjet #joyful #leathergoods #stationery  
#lifestyle #bags #smartgoods #boxes #smallbags #vallets  
#whendesignflirtswithcolour #oneofakindpieces #modernspirit  
#designobjects #italiandesign #techcolors #travelwithstyle**

**#despiècesuniques #espritmoderne #modedevie  
#designmoderne #objetsdeconception #biensintelligents  
#voyagezavecstyle #couleurstechniques #desboites**



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## Press Contacts

**Sara Giacomelli**  
Pressoffice@dudubags.com

**Arbi Aloui**  
T. +39 3403549826