

## **Berber Leather launches its European wholesale offers!**

Berber Leather, a small UK company with big ambitions, is delighted to join the Maison et Object MOM platform to launch its wholesale offers across Europe and beyond. It's managing director, Beki Stevenson (pictured), has some answers to questions she is frequently asked.

### **What is Berber Leather?**

Berber Leather is a small UK company, run by father-daughter team Paul and Beki, specialising in handmade affordable leather goods from Morocco. We have a focus on classic designs that stand the test of time – there's no fast fashion here!



### **How did it come about?**

A strange story. Paul's background was in international education, and he brokered a partnership between a school in the UK and one in Morocco. The Moroccan teacher gave him a leather bag as a thank you. It was widely admired and so on that basis we decided to set up a business to import and sell Moroccan leather goods! The rest is history.

### **Why Moroccan leather?**

All our Berber Leather products are made using Full Grain Leather, which is a lot more durable than any other leather on the market. As it ages, it will create a beautiful patina, meaning that the leather looks even better as time goes by. The leather is tanned using natural processes with no chemicals, and is therefore eco-friendly.

### **So how do you guarantee quality?**

Our leather bags are made using techniques that have been used for hundreds of years by master artisans from both Fes and Marrakech. We have personally sourced each of our manufacturers and done our due diligence to ensure we are bringing an ethically sourced product to the market.

### **Where do you sell your bags?**

Although we sell directly to customers online and at the occasional event or market, most of our business is wholesale. We sell mainly to independent shops in the UK and a few outlets in the US. but are now expanding into Europe and beyond through our partnership with Maison et Objet.

### **Has Brexit impacted on your business?**

It has been a disaster for small UK businesses, and many people have been put off ordering from the UK because of additional customs and delivery costs. We have taken steps to ensure there are no barriers to our trading in the EU, with an EU VAT and IOSS number, and a named representative resident in the EU. We therefore bear all additional costs ourselves.

### **Why should a shop order from you?**

We understand the needs of small businesses and so we have no minimum order. If a shop wants to try our products out, with just a few samples, that's fine by us. We understand that shops need to make a profit, so the mark-up on all our products from wholesale to retail is 2.5. We also offer post-code exclusivity for 6 months after any order has been placed, and share our lifestyle photos with any business that stocks our products. We cover postage for any order over €400.

**How to I find out more?**

As our products are dispatched from the UK, we cannot sell from the MOM platform, but we sell directly to our customers. We have wholesale catalogues in English, French, Dutch, German and Arabic and they are available by contacting us at [sales@berberleather.com](mailto:sales@berberleather.com) or giving us a call on +44 1748 517007.