

CRAFTSMANSHIP IS THE TRUE LUXURY IN 2025

Small batches, traceability,
and lasting comfort.



www.ateliercosta.com

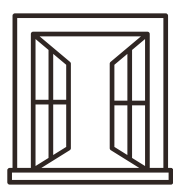
ATELIER COSTÀ

Sublime tes pas



OUR VALUES

In 2025, luxury is returning to its essence: beauty, longevity, traceability, and the human touch. This is the natural territory of craftsmanship.



OUR VISION

Restoring meaning to luxury: beautiful, durable, and traceable pieces that bear the signature of the hand rather than the mark of a production line.



OUR PROMISE

Small batches, made-to-order personalization, and precise quantities: producing just what's needed, avoiding overproduction, and creating lasting value.



OUR SERVICE

Reliable materials, carefully crafted processes, and simple care guidance. Designed for the foot, for daily life, and for the long term



WHY YOUR CLIENTS CHOOSE IT AND HOW TO SHOWCASE IT IN-STORE

Let's get straight to the point. In 2025, luxury is changing its face. Less ostentation, more authenticity.

Clients are looking for beautiful, durable, and traceable pieces — ones that clearly bear the mark of the human hand. This is exactly the essence of craftsmanship.

In a turbulent market, consumers are prioritizing what truly matters: genuine quality, longevity, honest service, and a clear relationship between price and value. Craftsmanship checks every box.

WHY YOUR CLIENTS CHOOSE IT AND HOW TO SHOWCASE IT IN-STORE

- Controlled rarity: Small batches, no overproduction.
- Human touch: Each piece shows slight variations — the signature of the hand. These are not “flaws,” but proof of handmade work.
- Heritage & storytelling: Beyond the product lies culture, craftsmanship, and history.

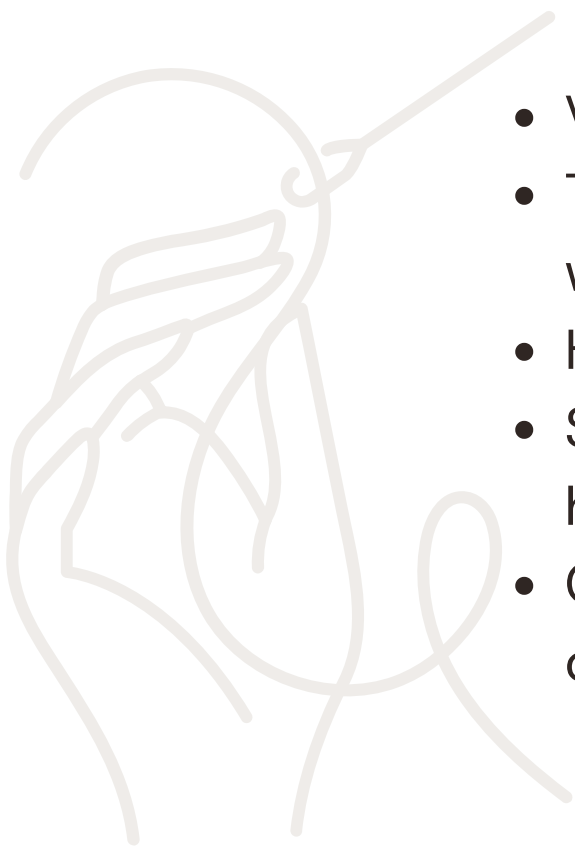


WHAT YOUR CLIENTS WANT IN 2025

Even if they don't say it out loud...

- Less, but Better: Investing in well-made, thoughtfully designed items.
- Cost per Wear: A “fair” price is judged over time. A high-quality piece worn for years costs less per wear than cheap, disposable purchases.
- Simple Care: Understanding how to maintain a product to make it last.
- Sales Tip: “Here, you’ll buy less often, but much better. Your investment will last longer and hold its value.”
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How to Recognize (and Help Customers Recognize) True Craftsmanship



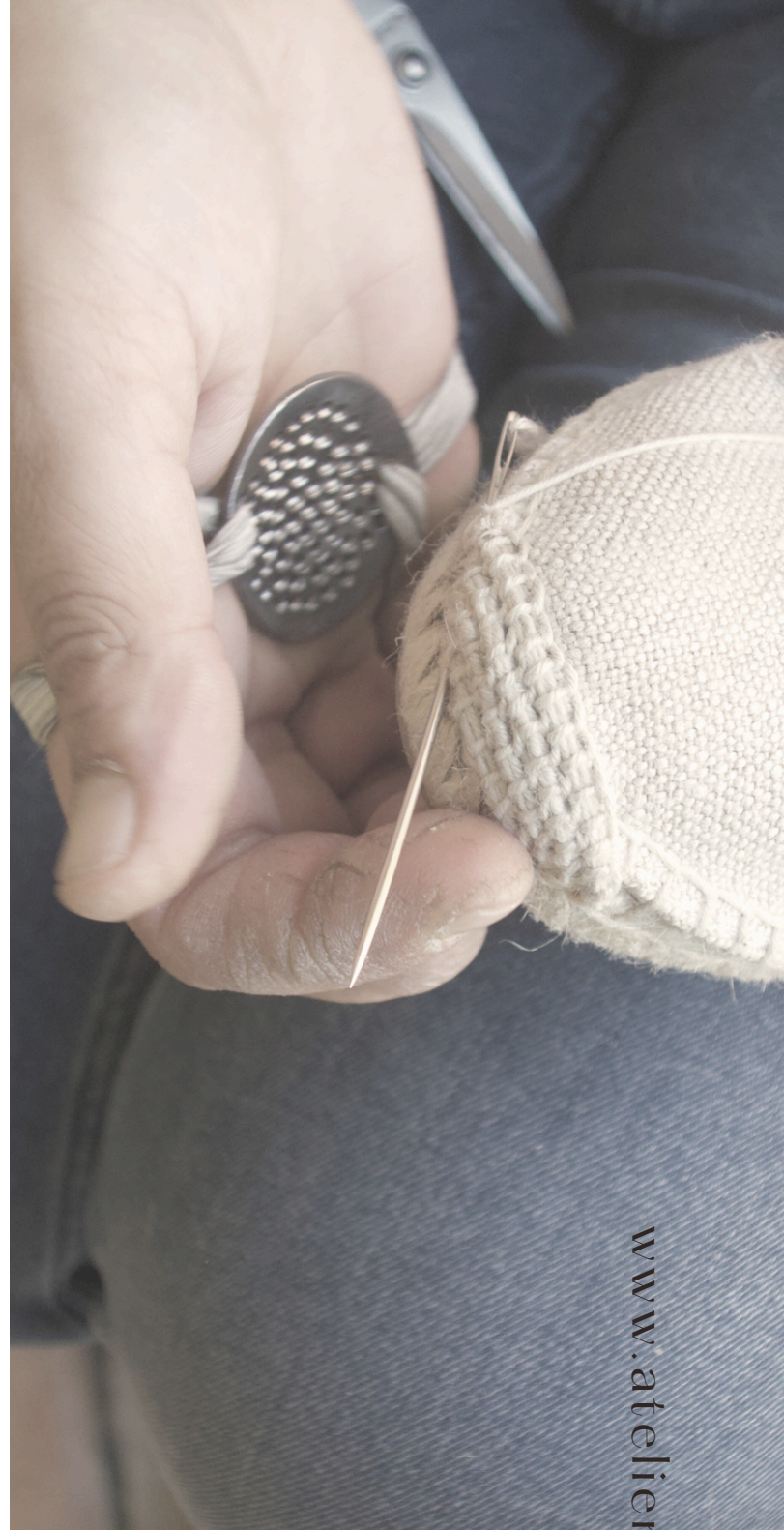
- What to show and tell in-store:
- Traceability: Who made it, where, and with which materials.
- Honest Materials & Clean Finishes.
- Subtle Variations: Proof of the artisan’s hand, not a defect.
- Care Guidance: Simple tips to preserve it over time.

Why Our “Small-Batch, Made-to-Order” Model Is More Sustainable

Producing to order avoids overproduction, reduces excess stock and markdowns, and aligns manufacturing with actual demand.

The result: less waste, better inventory rotation, and items designed to be worn longer — reducing their footprint.

In short: Make just enough = Make better.





“MORE EXPENSIVE” AT FIRST GLANCE? NOT REALLY (WHEN YOU LOOK CLOSER)

- Cost per Wear: A well-made espadrille worn 5–10 times longer costs less over time.
- Perceived & Real Value: Consistent quality, superior comfort, timeless style.
- Fewer Replacements: Good design means less turnover — and more enjoyment.
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ATELIER COSTÀ, IN ITS ESSENCE

- Craftsmanship: Precision, control, and finishing on every single pair.
- Exclusivity: Small runs and full customization.
- Quality: Reliable materials, careful processes, attentive service.
- Sustainability: Made-to-order production and natural materials.
- Comfort: Designed for your foot, your lifestyle, and the long term.





NEW FROM ATELIER COSTÀ

DIY TUTORIAL + REPAIR KIT INCLUDED

Starting this season, we'll offer our customers a step-by-step home tutorial to learn how to restitch an espadrille if a seam loosens (using the simple blanket stitch / punto ojal).

Every order will also include a repair kit.

A simple — and handmade — way to extend the life of your pair, without relying on a repair service.

*Transparency note: Atelier COSTÀ does not offer in-house repairs. We choose to empower our customers with clear, accessible solutions.

WANT TO TURN THIS INTO A SELLING POINT IN YOUR STORE?

[Click here](#)

SCAN ME 

We'll send you our sales pitch guide + artisan quality checklist and full details about the kit.



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