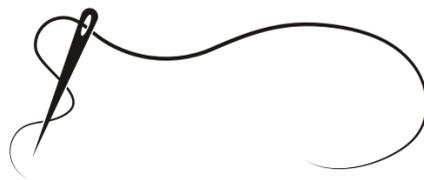


# CRAFTSMANSHIP IS THE TRUE LUXURY IN 2025

Small batches, traceability,  
and lasting comfort.



[www.ateliercosta.com](http://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.



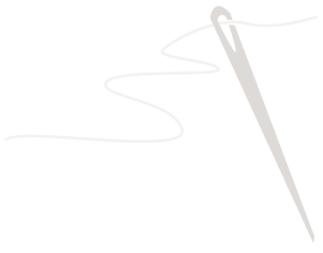
## OUR PROMISE

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.

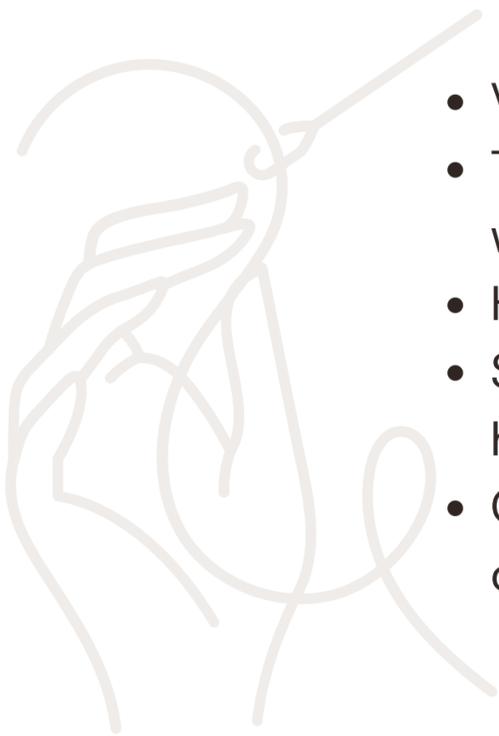


## WHAT YOUR CLIENTS WANT IN 2025

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.”
- leur. »

## How to Recognize (and Help Customers Recognize) True Craftsmanship



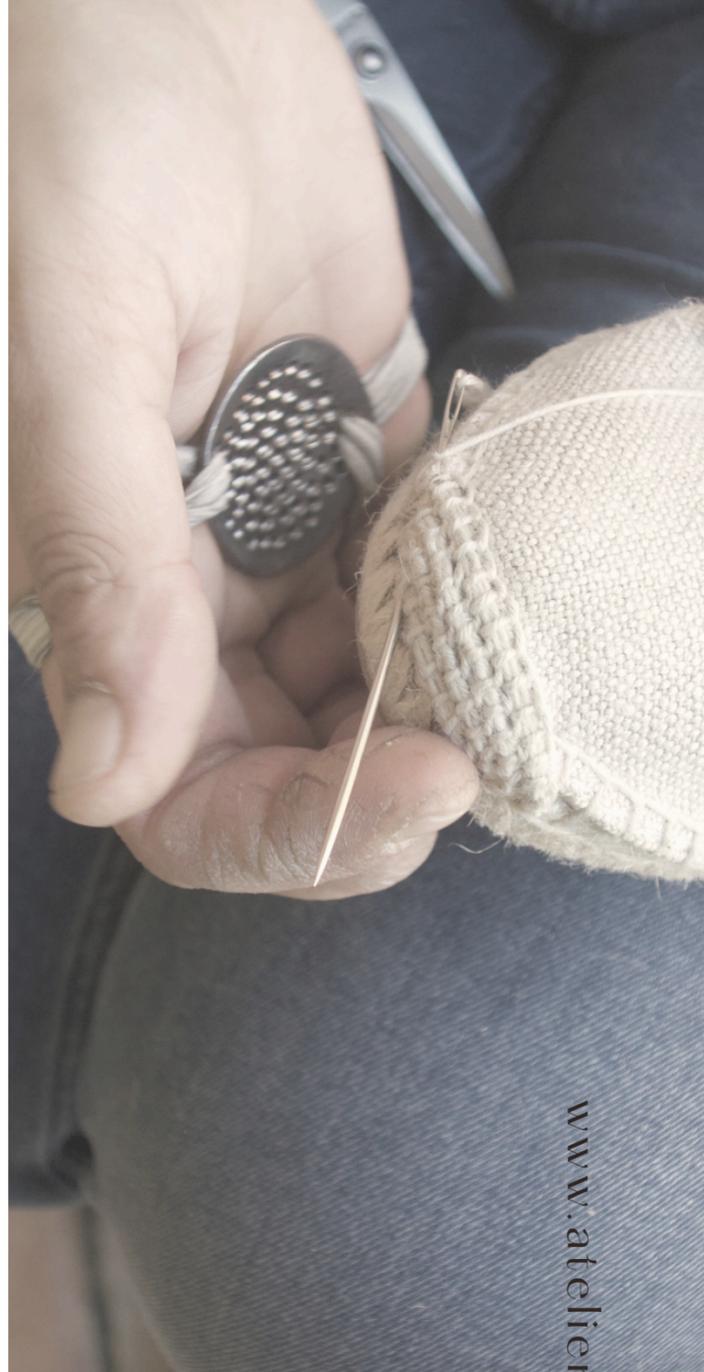
- What to show and tell in-store:
- Traceability: Who made it, where, and with which materials.
- Honest Materials & Clean Finishes.
- Subtle Variations: Proof of the artisan’s hand, not a defect.
- Care Guidance: Simple tips to preserve it over time.

## 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.
- 

## 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.



info@ateliercosta.com



(+34) 698 - 967 - 661