



## COMPANY PROFILE

### **OUR HISTORY**

*Alma Tonutti* is an Italian company that has been producing women's bags **in Udine since 1945**. The history of the brand began with a "**sporta**", a large basket of woven corn straw, generally used by housewives to carry food or agriculture products.

Starting from this raw bag, in a small town near the city of Udine (north-east of Italy), Maria Vicario had the intuition to embellish these straw bags with simple but elegant floral decorations which, however, gave them all the characteristics to become real woven bags. Some years later, the family business continued with the son Vittorio Vicario and his wife Alma, now, also using other types of natural and synthetic materials. Since **1973** the brand name of the company officially becomes "*Alma Tonutti*", taking the name from *Mrs. Alma Tonutti*.

In the late '80s, the two sons – *Fabio* and *Cristian Vicario* – also joined the family business which had achieved considerable sales volumes, reaching far markets such as Japan and Canada. Then, from the 2000s, the production has been diversified and expanded thanks to the introduction of many **excellent Italian raw materials** – cow leather, cotton and wool, but also with the selection of top-end quality fabrics and synthetic yarns – always keeping faith with the tradition of **weaving**, true mantra of the company.

*Alma Tonutti's* history continues today with *Fabio Vicario* who, with perseverance and pride, carries on the family tradition started by his grandparents over 75 years earlier in a small town in central Friuli.

## **100% ITALIAN - From the raw materials to the finished bag**

As *Alma Tonutti* brand, we truly believe that the denomination “*Made In Italy*” – which is a powerful and significant symbol of excellent quality and know-how – should be recognized and should be present in all the stages of the production cycle, from the raw materials to the final product, passing through the location of production and the people that help our company to create, with their hands, bags of magnificent design and quality.

And that is for this reason that every piece that is part of each of our bags is exclusively of **Italian origin** and that is directly purchased by *Alma Tonutti* company from its trusted Italian suppliers. In particular, we select and collect the best top-end quality raw materials, which are then transformed and used by our artisans to create by hand every *Alma Tonutti* bag.

Among the different kinds of materials that we use to craft the body of our bags there are many **natural origin raw materials** – genuine cow leather, cotton, wool, linen, different kinds of natural straw – but also several beautiful **synthetic fabrics and yarns** of the best Italian quality.

Moreover, the highest quality level of each *Alma Tonutti* bag is guaranteed by the skilful ability of our master artisans who – exclusively within our factory borders and respecting strict internal quality protocols – give to each product the maximum expression of what we call “**artisan perfection**”, which is made possible thanks to the manual skill handed down from generation to generation in our territory. Our continuous search for the highest levels is also confirmed by our company mission which is to:

*“offer top quality Italian bags, characterized by an absolutely elegant and timeless style, making use of excellent artisans who create a product that intends to approach, as far as possible, the maximum artisan perfection.”*