


AR
LEATHER
GOODS
ANDREA RUÍZ



  @andrearuizbyac

 | (+57) 310 510 1404

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C O M P A N Y

D E S C R I P T I O N



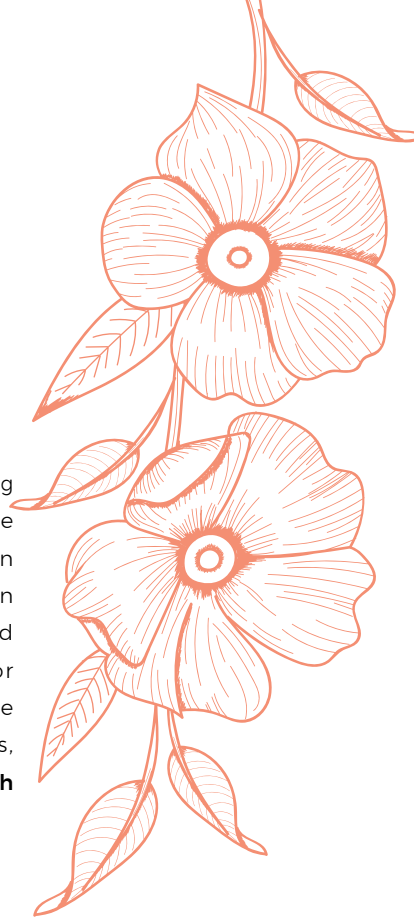
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**ANDREA RUIZ
LEATHER GOODS**

Is a company in the leather goods business that manufactures bags, purses and accessories for women made of natural leather complying with the environmental standard **ISO 14001**, with the addition of handmade pieces and parts made from sustainable ecological materials, which contribute to the reduction of environmental impact and the efficient use of resources.

P R O D U C T

D E S C R I P T I O N

We create exclusive products in limited units by aesthetically incorporating to the traditional manufacturing processes of leather goods the components produced and elaborated from ancestral techniques in our indigenous communities. We therefore value the work of artisan hands, indigenous people, mothers who are heads of households and displaced persons, victims of violence, all of them responsible for transforming materials of natural and ecological origin into unique pieces that we adapt in a balanced way to fashion trends in bags, purses and accessories, **thus achieving natural leather products with unique and differentiated additions.**



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V A L U E

P R O P O S A L



We have included the talent of people willing to break paradigms within each of our processes. By integrating the usual processes of high quality, fashionable leather goods with the use of ancestral techniques in the production of indigenous components, we reflect our rich craftsmanship and the cultural heritage of our country. Our purpose is to deliver unique leather goods of obvious quality that can arouse positive, pleasant emotions in those who acquire them, creations that go beyond their expectations. Our clientele can be certain that they are acquiring exclusive, differentiated products in limited editions, handcrafted with natural leather and with the stylish and balanced integration of parts and components obtained from organic, ecological and sustainable raw materials.

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B R A N D

V A L U E S



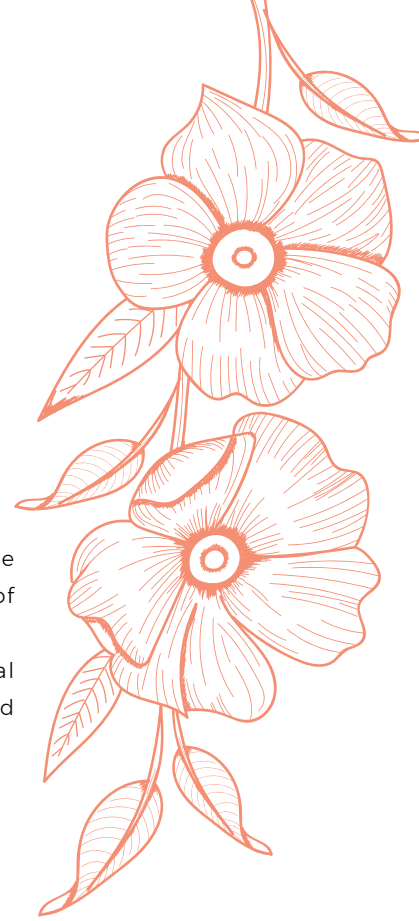
Our value lies on the intellectual property of our creations and on the cultural and creative integration of all its components, **values that we enrich with:**

- Promoting the responsible consumption of everything we use in our processes.
- Respecting the cultural heritage of our craftspeople and seeking a social impact on their communities.
- Seeking to minimize waste and to put unavoidable leftover material to use.
- Generating value through design and innovation
- Building emotional, credible and trusted links with the consumer.

COMPETITIVE

ADVANTAGES

- Products made in limited quantities.
- Handmade products.
- Integration of fabrics and handicraft techniques in components made by indigenous communities, craftsmen, mothers who are heads of households and displaced persons who are victims of violence.
- Reduction of the environmental impact through the use of ecological natural fibers and natural leather certified under international standard ISO 14001.
- Exclusive and innovative designs.
- High level of quality of the finished product.
- Flexibility and adaptation in the manufacturing processes.



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P R O D U C T

P O R T F O L I O



•Bags •Portfolios •Wallets •Belts •Accessories



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