

## FACT SHEET

Founded in 2008, Muratori Designs is a privately held environmentally sensitive design firm founded by Todd and Julie Berard. The company, based in Seattle, WA, is lead by designer Julie Berard, with help from close friends Anne Dawson and Megan Nordtvedt.

Muratori handbags are made in Italy using raw materials of the highest quality with minimal impact on the environment. Italian, all vegetable tanned leathers, organic cotton linings, as well as other environmentally conscious materials and processes are incorporated into the collection. Muratori has set up a recycling and re-purposing program for old handbags to keep them out of landfills through dress for success and other venues, and also donates a percentage of sales to environmental causes.

The ultimate sustainable product is one in which you never have to get rid of. Therefore, all designs in the Muratori collection are timeless, classic, high-quality pieces that you can hand down to your daughters and sons.

The commitment to quality is something that the Berards hold deeply. Each Muratori piece is 100 percent handmade by master craftsmen in Italy, which is legendary for quality and fashion. This handmade quality, combined with natural variations in the vegetable-tanned leathers and fabrics, generate pieces that are unique works of art. They can be carried knowing that you have purchased the highest quality product, from a company that holds true to its mission of supporting the most environmentally conscious and ethical business practices.

### **Why the Environment?**

Julie saw firsthand through her previous career and with her own family how the environment can affect one's health. So, she took it to the next level. By designing with the environment in mind, she has aligned her love of fashion with her respect for nature in a unique collection of handbags and men's bags.

Sustainability requires that every step in the production chain be carefully evaluated for its affects on the environment. From mainly using chrome free, vegetable tanned leathers to certified organic cotton, and packaging, Muratori bags are sustainable by design.

### **What doesn't Muratori do?**

That one is simple. They utilize only high quality Italian leathers that are mainly chrome-free, vegetable tanned leathers. They don't use any fabrics or liners that are not sustainable or organic. They know all of their manufacturers and suppliers personally, and they know where each piece of their art originates from.

## **Muratori Partners**

- They partner with a variety of agencies that share their values, from eco-minded suppliers of raw materials to packing companies that help offset their environmental impact.
- They use electronic marketing and collateral means whenever possible, and support green printing on recycled paper with soy based inks when not.
- They also are active members of 1% for the Planet (where 1 percent of revenues are donated to environmental causes)

## **From the USA and Made in Italy**

They design all products domestically. Their goal is to source as many of their materials as possible from the USA. They source materials and support USA-based companies and suppliers as much as possible; deviating only when availability, quality, or the eco-impact forces them to. When they do, it is typically from countries that have higher environmental standards for the raw material than America does. Manufacturing is done by hand in Italy as it has been for generations; under conditions that are healthy for people and the planet.

From the organic cotton, to the use of mainly chrome-free, vegetable tanned Italian leathers, all materials are carefully chosen to be as earth-friendly as possible. Sourcing materials locally, and regionally, reduces our carbon footprint, and reduces energy consumption. They are constantly seeking better products and processes that support the environment.

At Muratori, they are committed to designing products and using processes that are as eco-friendly and as green as they can make them.

These are some of the ways they have ingrained sustainability into Muratori:

### **Natural and vegetable based dyes**

We utilize mainly leather that is tanned naturally using plant-based dyes to color the leather which results in a chrome-free, biodegradable product that doesn't pollute the waterways with unhealthy heavy metals. Our naturally tanned leather is unbelievably soft and the natural dyes create leather that is beautifully and uniquely grained with natural markings. Regrettably, this too is imported, but to us the choice is clear—protecting the planet's drinking water outweighs our desire to source it domestically.

### **Organic Cotton**

We utilize organic cotton linings on all of our handbags. Every Muratori handbag is packaged in an organic cotton bag that can be repurposed for many uses for years to come.

### **Recycle**

At Muratori we attempt to be paperless, relying on electronic and digital media where ever possible. When we can't be digital, we recycle our print cartridges, office paper, metal and cardboard. We use office paper that is certified to be grown sustainably or that has a high content of recycled post consumer waste. We specify soy based inks for outside printing. When it's time to retire your handbag, Muratori will reclaim it, completing our desire to embrace the cradle to cradle philosophy of reducing waste

by using environmentally safe materials so each handbag can be reclaimed, reutilized or allowed to harmlessly biodegrade.

### **Conserve**

We conserve in our offices by using high efficiency light bulbs, choosing energy star rated equipment and encouraging the use of public transportation and car pooling. We purchase renewable green energy and hydro power to further do our part to protect the environment.

### **1% for the Planet**

At Muratori we donate 1% of our revenue to underfunded non-profits who are dedicated to the pursuit of sustainability and to preserving and restoring our natural environment. We are committed to a healthy environment and this is just one other way we put our green to work.

Now you can confidently indulge your desire for fashion with your love of the environment. Every handbag in the collection is made in USA from materials that have been carefully selected to be eco-sensitive.

### **What does Muratori mean?**

Muratori (pronounced muir-a-tour-ee), is Julie's grandparent's family name. It means "builder" in Italian, although her grandfather was a mason in Italy. Muratori was chosen as a way of honoring Julie's determined and strong-willed grandmother who immigrated to America as a young woman. By naming the company, Muratori, Julie and Todd hope to bring that same determination and commitment to making a difference in the world, one bag at a time. Luxury...with the world in mind.

Now you can indulge your desire for fashion with your love of the environment. When you buy Muratori you can be confident that every handbag in the collection is made in Italy from the finest materials that have been carefully selected to be eco-sensitive. When you buy Muratori you truly buy "Luxury... with the world in Mind.™"

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