



FUMEO CARLO



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FUMEO CARLO

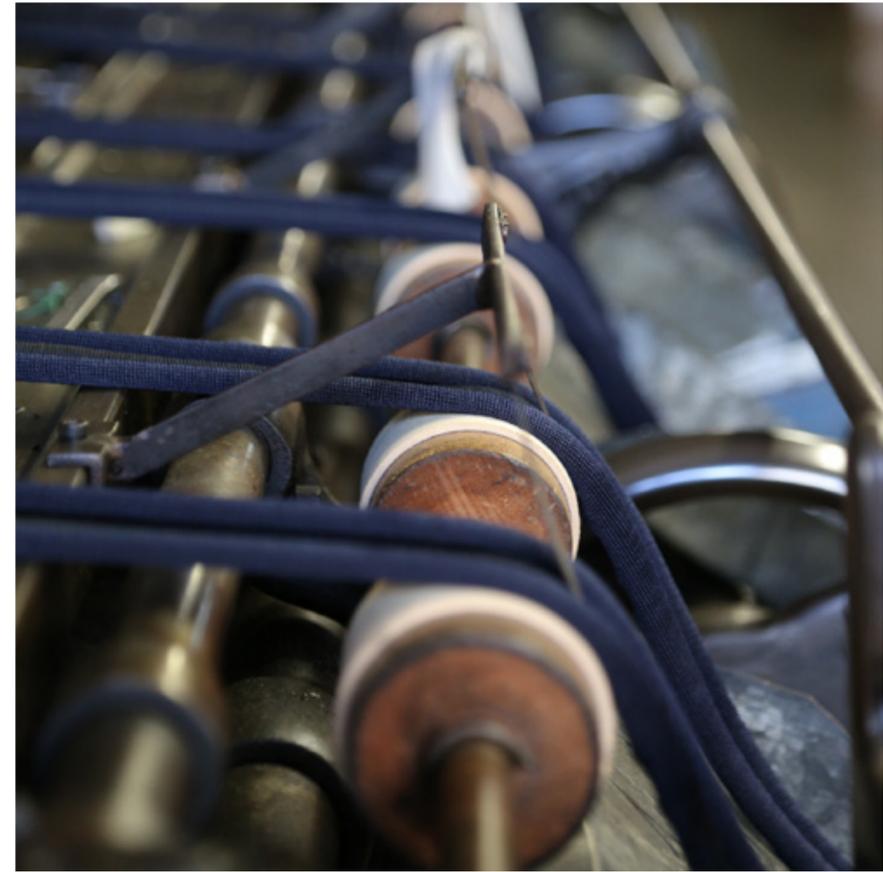


Fumeo Carlo is a story that began almost hundred years ago.

A story made of passion, of know-how, of secrets hidden in the drawers, of whispered teachings, of a family strong of desire to build something for their future.

A story of a simple and surprising elegance, a tale with a distinctive Italian spirit.

A story that continues to be told wearing our handmade accessories, exactly how Fumeo has done it since 1932, with **a new awareness of the future.** We stand out for a **responsible production**, where everything is made in the most accurate way, respecting the tomorrow's world from this very day.



BRAND HERITAGE



BRAND HERITAGE

Since 1932 our silk threads passed down from father to son, expressing our **commitment** to achieve the dream of continuing the tradition, making **innovation, creating and telling a story of distinctiveness and Italian style.**

We add a unique style to every accessories: our style. **Colours, shapes and materials** built the uniqueness of Fumeo. A style that accompanies every moment, able to **amuse** and seduce. Always.





BRAND HERITAGE





The company Fumeo Carlo was founded in 1932 in **Lentate sul Seveso**, in the heart of Brianza area, as a manufacturer of **pure silk stockings**, by Ernesto Fumeo and his youngest brother Carlo, who's giving the name.

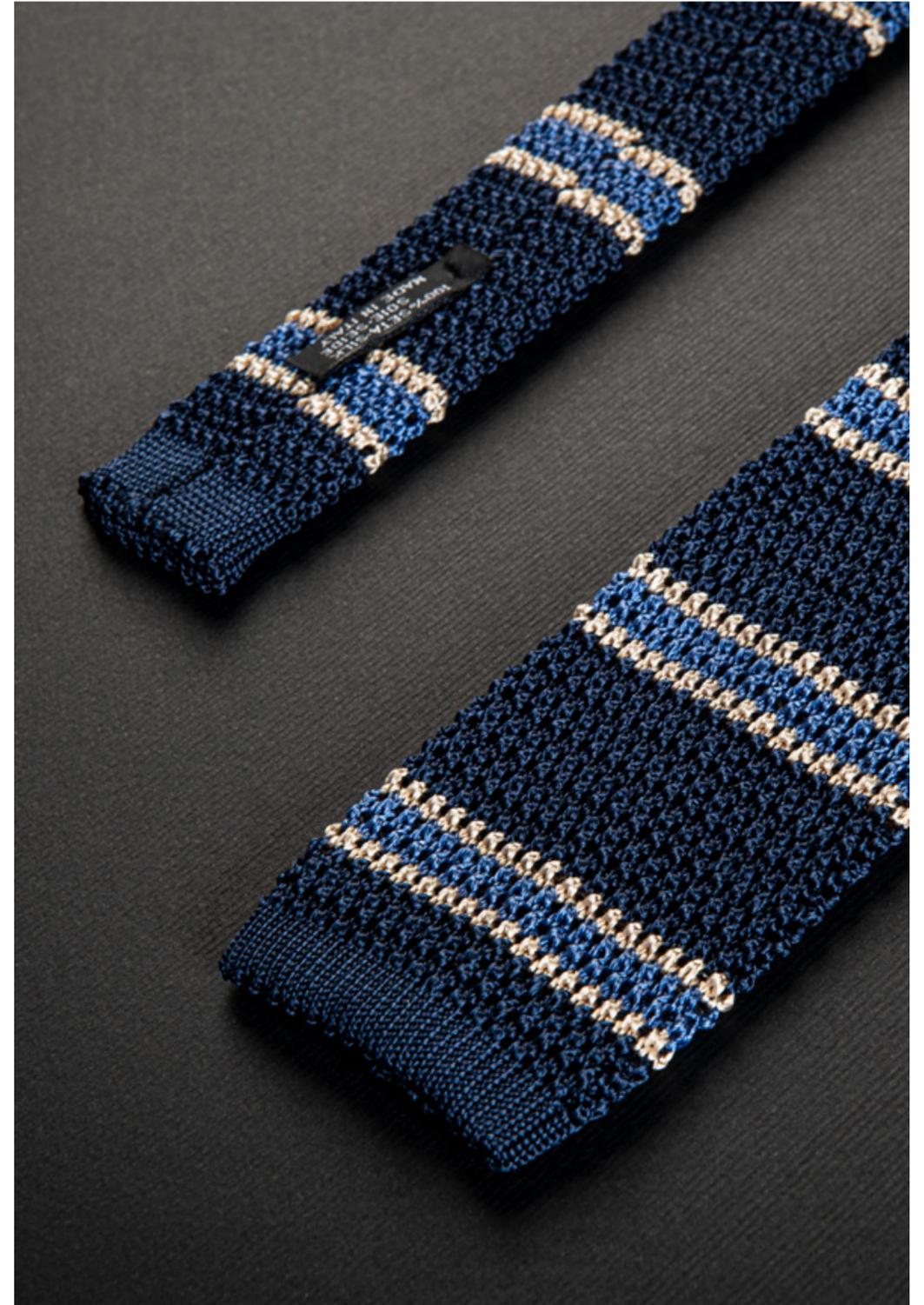
In 1933, Carlo Fumeo was sent to Germany to buy new looms. While there Carlo noticed a small loom for **knitted ties production**. The making of knitted ties then started and a few years later, in the 40's, the company **exported the elegance of Made in Italy** all over the world.

Since then the Fumeo Carlo has been able to reinvent, always following the path of **artisanal tradition**, and it has grown, designing and producing **accessories** for major **luxury brands** all over the world.

During the years we were able to reinvent not only as a supplier, an excellent one, but becoming a **strategic partner** of the most **prestigious fashion maison**, both Italian and international.



BRAND HERITAGE





We tell about **handcraft preciousness** every day: our accessories are made in the most traditional way, with looms of the Thirties. Our approach to craftsmanship is solidified over time, exactly like our almost **centenary looms**, which create, today as then, extremely high **craftsmanship** yarns, strictly **Made in Italy**.

During the years our interest in **eco-ethical fashion** has grown: our achievement is to **generate positive change** for people and for our planet.

CREATIONS



CREATIONS





CREATIONS

All Fumeo's collections are united by a common thread: **the research and achievement of an unmistakable style always passes through the same thread.** The collections come to life with different rhythms, recalling the strong power of nature, the nuances of Mediterranean landscapes, the rigor and rationality of neoclassical architecture. This thread, sometimes in **silk**, occasionally in **cashmere, often in wool or cotton**, designs a unique and distinctive item, **born to last and to be handed down**, without losing its **authentic preciousness.**





Creations / TIE





Every single tie made by Fumeo Carlo tells the **value of perfect artisan techniques**, passed down from father to son. Tells of accurate stitching and **finishing**, rigorously **handmade**, of carefully selected materials, **chosen one by one**. Tells of a thread, wisely weaved, of an **all-Italian know-how** that enhances **essentially and elegance** of a timeless shape.

For our ties **we select natural and organic fibers, as wool, silk, cotton and cashmere**. Precious materials that tell a story of research and bonds that, knot after knot, tie together the skills of all our artisans.



Every tie is woven individually on circular or straight loom, to its production are working the best of Italian artisan: throwsters, winders, ironers and seamstresses, who thoroughly finish **each and one** of our creations by hand.





Creations / BOWTIE

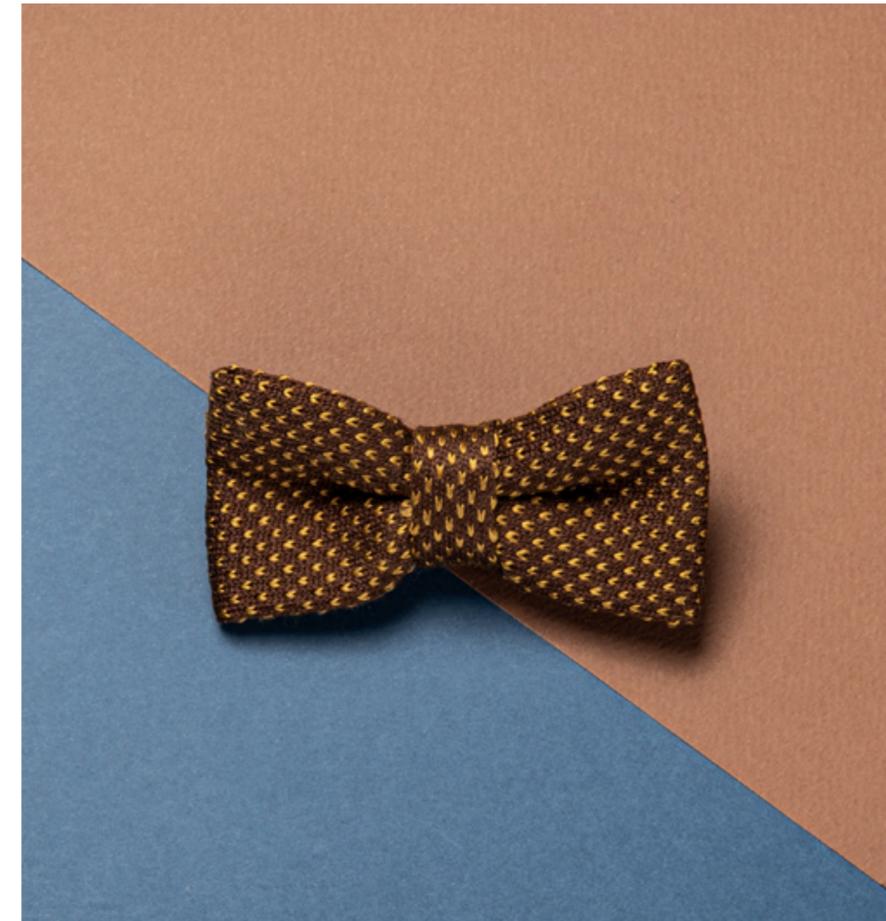


Creations / BOWTIE





The **bowtie** is Fumeo's true expression of freedom and **strong personality**. We create basic cuts in elegant solid colours or in bright and vivid shades, enriched with striped, diamond or polka-dot patterns details. What joins all the handmade bow ties collections is a special **attention to fabrics** - wool, silk, cotton and cashmere- together with essential and eclectic design.





Creations / BELT





Precious details and exceptional resistance for our **artisanal belts** in silk.

Their **style and individuality** is recognizable from a return to classic with a new interpretation.

Like the clothes we wear, belts are a symbol of identity, of sense of belonging, of free thoughts and feelings.





Creations / SUSPENDERS





Artisan tradition meets creativity.
That is how **Fumeo silk suspenders**
were born.
Classic collections enriched with
sophisticated shades, expression
of a **consolidated know-how**
and collections with a strong
contemporary vocation.
A creative impulse toward a man
more attentive to fashion changes.



PRODUCTS AND BRAND
INTRODUCTION



Introduction / PACKAGING





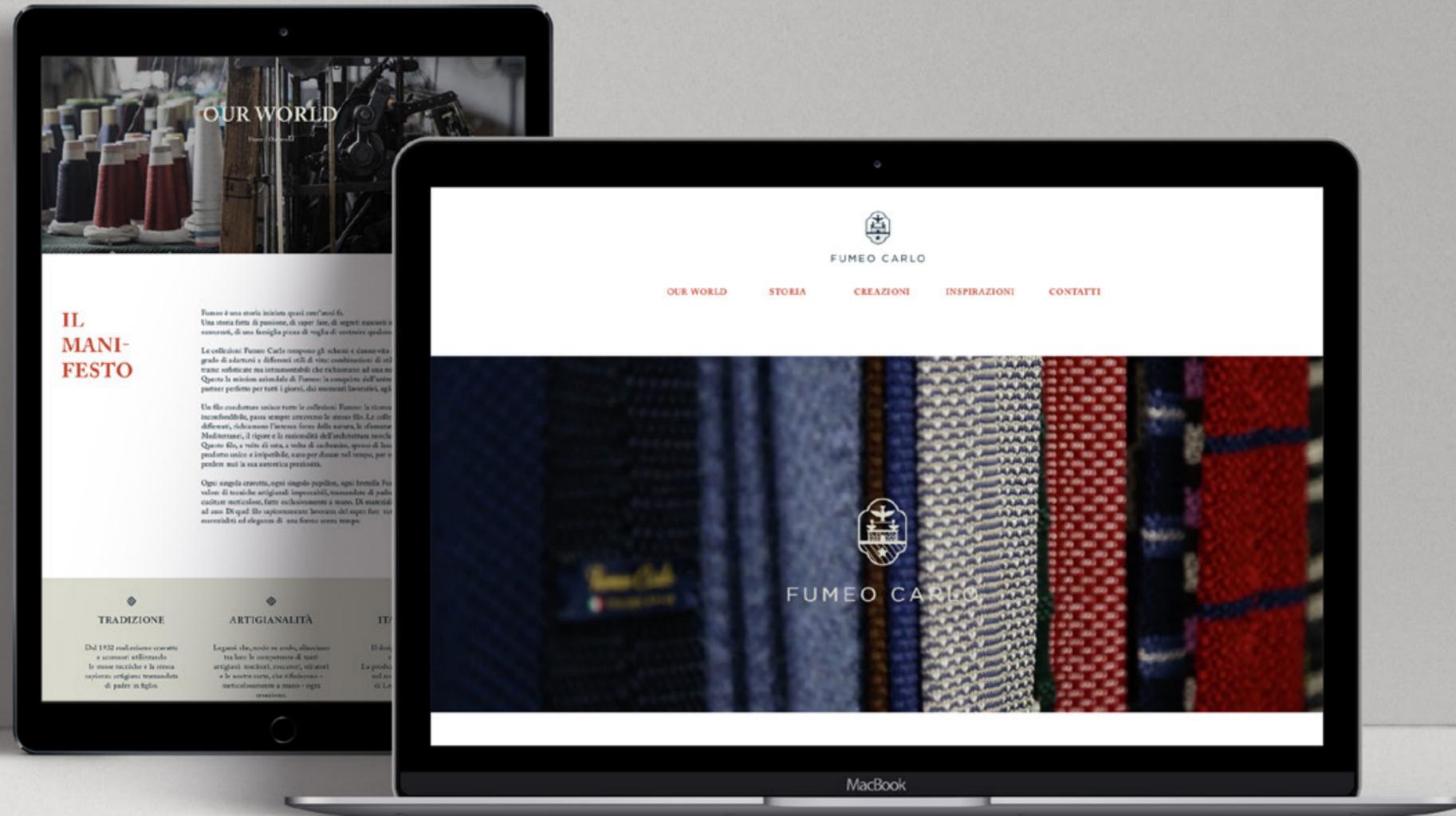
The **story of every precious** Fumeo's creation begins from its **packaging: a refined box,** of a pure shape in an elegant and sophisticated colour. The clean packaging has just one sign: **the old family's coat of arms,** hot-stamped on the cardboard using the blue Fumeo shade. Once open the box reveals its **lively and vibrant soul:** the exclusive accessory is surrounded by a bright red, telling **the young and dynamic spirit of Fumeo.**







Introduction / WEBSITE



www.fumeocarlo.com

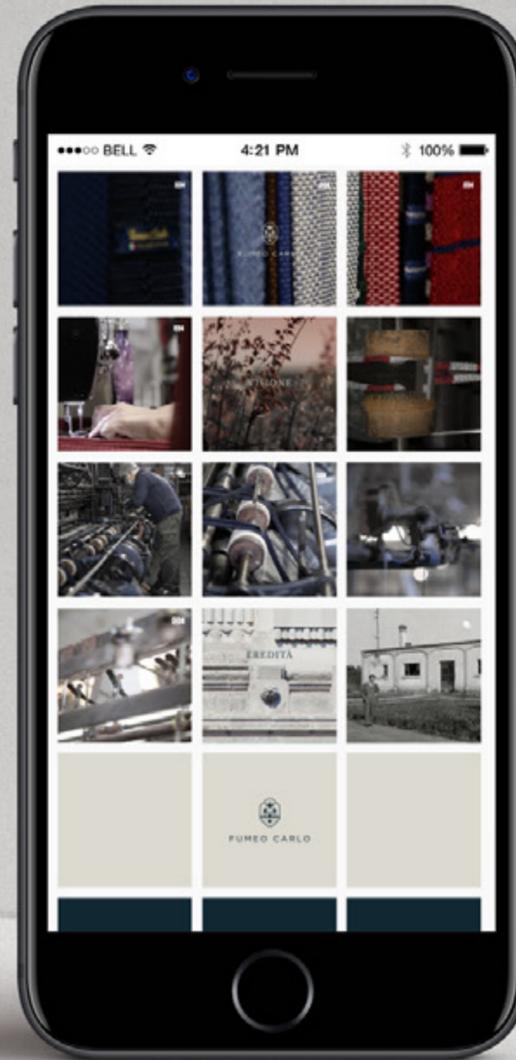


Fumeo Carlo **website** allows its users **a pleasant browsing experience**, easy and immediate, through the tradition, care and passion that distinguish the company. The in-depth tale of the **spirit and history of the brand** enhances the uniqueness of the products, highlighting the desire to carry on its **heritage**, always with a spirit attentive to **contemporary values**.

Ties, bowties, belts and suspenders are shown and described with precision, in order to transmit **all their precious meanings**: beauty, craftsmanship, tradition and timeless style.



Introduction / SOCIAL

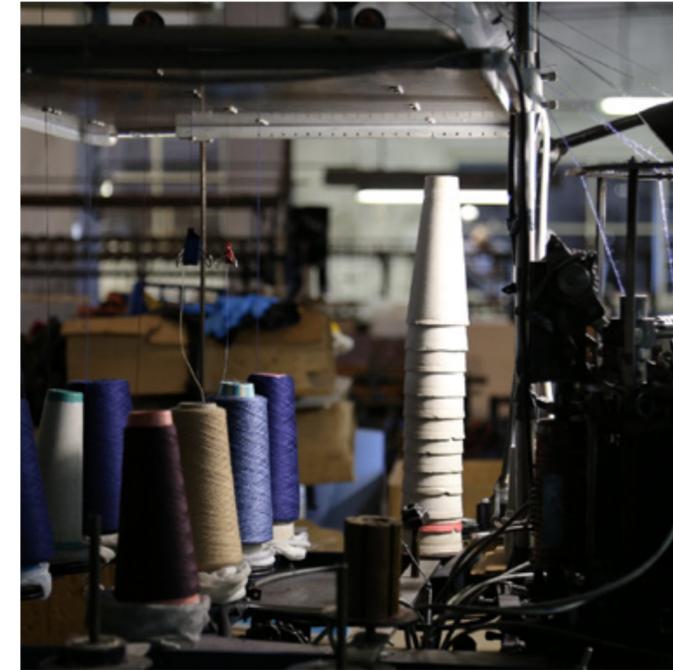


www.instagram.com/fumeo_carlo/



Images and text **to describe, remember, tells, fascinate and inspire**. Bind of words and pictures that immortalize the true and authentic soul of Fumeo Carlo: the story of a simple and surprising elegance, **a tale of an all-Italian spirit**. The tie as an expression of the artisan tradition.

Awareness and attention in choices, beauty and styles. Fumeo social pages show **real pictures**, taken in the company and in studio, to outline the family environment, who make with passion and care **timeless accessories** from almost hundreds years.





CONTACTS



ADDRESS	Via Filippo Gerbino, 41 20823 Lentate sul Seveso (MB) - Italy
TELEPHONE	+39 0362 563 292
MOBILE	+39 379 2057068
EMAIL	fumeo@fumeocarlo.it
WEBSITE	www.fumeocarlo.com
SOCIAL	@fumeo_carlo



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