

# zo-Landing

Jewels & accessories

Press file

zo-Landing is an up-market brand of jewels and contemporary accessories claiming a raw, smart and sensual style at the address of a demanding and conquering clientele. We propose original creations allying the noblest leathers (crocodile, python, shagreen...) to the most precious metals (gold, platinum). The specificity of the brand lies in its radical choice of "damaged" creations. At zo-Landing, you will find details in the abrupt finishes, engraved metal, sewings as scars and almost raw leathers, so looking for to transform the jewel into smart and characterized idol and conferring a unique character on every creation.

Appearing in the universe of the fashion, zo-Landing stands out as a creative and dynamic brand.



### ● *The designer*

Christelle Traoré, French designer living in Berlin is the artistic manager and creator of the brand in 2007. She claims a raw and sensual universe through a choice of exceptional materials and an interest for raw treatment, even injured.

### ● *The identity*

Being divided between Paris and Berlin, the designer takes from these two capitals to constitute a quite particular identity: parisian luxury and the sophistication and berliner taste for diversion.

### ● *The name*

zo-Landing: An evocation of animality, cosmopolitanism, originality, temperament.

### ● *The ethics*

zo-Landing uses high-quality leathers only from cold-blooded animals; reptiles, batrachians and fishes. This excludes furs as cow leather.

Our leathers are ethical. We guarantee their origin by CITES, respecting the Convention of Washington.

### ● *The development strategies*

zo-Landing looks to implant its collection in sharp selling points opting for the avant-garde (fashion boutiques, concept stores, department stores, designers e.shops...) to target better its clientele; a customer looking for the difference by a strong brand identity. zo-Landing wants to be an exclusive brand through a choice for few selected boutiques worldwide.

zo-Landing is also involved in collaborations (fashion events, photo shootings, special orders ...)

## The creations

- *The collection*

The collection was completely drawn by designer Christelle Traoré. Very inspired by a cosmopolitan and creative fashion, the collection zo-Landing claims more as a "couture" collection that as jewels in the strict sense. Indeed, exotic leathers confer a unique piece dimension and the choice of the raw finishes toughen the aesthetics. The collection consists of a warm and sensual alliance of exotic leathers and of yellow or white gold (18 carats or golden plated) or black metal. The metal is engraved, treated as the revealing case of a leather with abrupt finishes. All the sewings are in the course of silk chosen as its resistance and its sharpness The set gives a sensual, animal and well-trained cocktail.

- *3 ranges*

The collections are proposed through 3 ranges :



- **Our exotic leathers**

zo-Landing uses high-quality leathers only from cold-blooded animals; reptiles, batrachians and fishes. This excludes furs as cow leather.

Our exotic leathers are imported for the greater part. We collaborate with leather dealers and renowned and serious tanners dealing only with producers. Cattle farms were been organized in several countries to thwart the poaching and prevent the risk of extinction of the species. We guarantee the origin of our leathers thanks to the number of QUOTED CITES export licences : crocodile, galuchat, carp, lezard, python., shark...

- **Our metals**

Gold : Yellow, white, pink, our gold is guaranteed 750/1000 ° (18 carats).

Gold plated : Yellow, white, pink, plated guaranteed in 3 microns.

Black metal : The black color is obtained by astringent plant. This singular process gives an intense color.

The platinum: The current collection does not contain platinum but it is available for the special orders.

- **Some pieces of the collections**



