

Hair styling

Tassels abound in the Sagarana collection.

IMAGE: LE CUIR A PARIS

Leathergoods designers Ilana Azeneth and Thais Pontes find all the creative inspiration they need in their native land, Brazil, glorying in the rich diversity of their home city, São Paulo, and in the exotic raw materials available from the more rural parts of the country.

At the start of 2011, under the brand they are building together, 4 Stagioni, they launched their first collection of bags, called Sagarana. Mostly oblong in shape and rarely bigger than clutch-size, the Sagarana bags stand out because of vibrant design motifs, such as eye-catching angular flashes of orange and yellow leather, and, even more so, because of the materials the 4 Stagioni founders

The two entrepreneurs from São Paulo who founded specialist leather design consultancy 4 Stagioni have toured major exhibitions this spring to show off their Sagarana collection of leathergoods. The bags in the collection combine the panache of Brazil's biggest city with elements of the country's wilder side.

have chosen for their new designs.

"Visits to different Brazilian regions, coupled with extensive research into artisan techniques, raw materials and cultural identities made it possible for us to dive deeply into this creative exercise," the designers said at the time of the launch. The materials in question

include hair-on and dehaired goatskin from a leather point of view, but the two designers are also pleased with the visual effect they have achieved by combining leather with woven palm fronds (sometimes hand-painted by the designers) or straw, and by using cattle horn as an adornment.



Angular flashes of orange or yellow leather catch the eye.

ALL IMAGES: LE CUIR A PARIS



Hair-on goatskin for the collection was sourced in north-east Brazil.

"We like all our adornments," says Thais Pontes. "We like the tassels. A woman likes to have tassels moving around her as she walks. It catches the eye." She and her partner source the goatskin and other materials in the northeast of Brazil, in states such as Maranhão, where goats are raised in large numbers for meat and milk. Hair often covers the whole of the flap, and sometimes the entire front of the bags. "The hair gives a distinctive look, and we believe it helps our collection stand out," says Ilana Azeneth.

The hair offers a similar flowing effect as the tassels, and both characteristics mean the bags in the Sagarana collection are also in keeping with the current fashion trend for long-stranded wool or fur-effect scarves, collars and linings. Hair and wool are cool.

Ms Pontes and Ms Azeneth started out



4 Stagioni founders: Ilana Azeneth, left, and Thais Pontes.

together as a design consultancy. After graduating in fashion and design from the Faculdade Santa Marcelina in São Paulo and carrying out post-graduate studies at the Instituto Marangoni in Milan, Thais Pontes worked on design consultancy projects with organisations including the Brazilian Association of Companies of Components for Leather, Footwear and Manufactured Goods (Assintecal).

For her part, Ilana Azeneth studied fashion and couture at the Federal University of Ceará and got her first job with Australian leisure brand Billabong in the product development team. She moved to São Paulo in 2005 to work with local designer Walter Rodrigues.

Both women believe 4 Stagioni will help them take their careers forward by giving them a channel for all their creative energy. The Sagarana collection is an interesting debut. ☺