

Presentation



Lo Spaventapasseri

Lo Spaventapasseri is the name of our independent fashion brand and it is also the name of our two stores in Genoa.

We have a small network of retailers around Italy, who have been telling the story of our world and spreading our style for years.

We are a group of women who have been collaborating for more than 25 years to create sustainable, comfortable and original clothes in the historic center of Genoa.

Sustainability is a value that has accompanied us since the beginning of our business, we have never thought of working in any other way.

Our clothes are designed and sewn in Genoa.

The models are imagined in our laboratory full of plants and light by Anna, who also designs the paper patterns and follows the creation of the prototypes, modification after modification, until the final version.

We often go around Italy in search of fabrics, which are not only our raw material, but also a great source of inspiration.

We work with warehouse inventories, end pieces, fabrics in stock: we never know what we will find, so we allow ourselves to be surprised and ideas are often born there, in the fabric warehouses, while we look, touch, unroll.

Even if the fabrics we prefer are those recovered from textile industry remnants, which are even more precious to us precisely because they are waste, we also use recycled fabrics, entirely or in part, and organic fabrics and fabrics with very low environmental impact.

The garments in all our collections are hand-sewn in small artisan workshops in Genoa, with which we have collaborated with trust over the years since 1999, exchanging knowledge and knowledge.

Our goal has always been to create beautiful, comfortable, versatile and quality clothing, original and creative, but above all sustainable for the environment and people.

Good practice or advice: buy less, buy better!