



ALESSANDRA BERARDI BRAND - SASSI

I have been designing my own women's clothing line since 2010. The name I gave to my brand is Sassi, my nickname since I was little. I take care of the conception, design and prototyping while the packaging is entrusted to il Gelso tailoring, a Social Cooperative that carries out various socially useful projects and where I trained here in Turin, the city in which I currently live and where I have the my atelier. My creations are made to last over time both for their quality and because they are not subordinated to fickle fashion trends. The only real way to consume consciously is to simply consume less by investing in the product's ability to preserve its value over the years. I mainly use recycled fabrics that I find from my stock suppliers and this allows me to both impact less on the environment and have quality at a low cost. The fiber market is also experiencing a sharp decline in quality and recovering fabrics from the past is often a guarantee of a good product. My source of inspiration has always been the botanical world where everything has already been created and translated into wonderful forms but only recently in my atelier I also sell plants; not only to combine my passions, craftsmanship and botany, but because both bring attention to the value of time and care. Both an artisan garment and a plant need attention, love and time, ingredients that unfortunately our society now seems to ignore.