

PURESt in a nutshell

PURESt interprets the idea of excellence, conveying passion and a sense of responsibility, quality and purity, elegance and style, craftsmanship and unique authenticity in the world of pure Cashmere accessories.

PURESt designs, produces and promotes its Collection of high-profile and finest quality Cashmere Accessories. The Collection is designed in Italy by well-known talented fashion designers and produced in Nepal by a small family business, in the spirit of the ancient textile tradition.

PURESt Priceless Collection 2012 presents shawls and stoles for ladies, men and children, soon to be followed by the **PURESt** Home and **PURESt** Travel lines.

Our Priceless Collection features a meticulous search for details and a contemporary and minimalist mood, yet refined and elegant embodying a strong craftsmanship identity.

PURESt is designed for a demanding Clientele who cherish the rarity of intrinsic beauty and the authenticity of exclusive materials and manufacturing.

The Grade-A pure Cashmere yarn used to weave **PURESt** products mainly comes from Inner Mongolia, a region universally recognized for its high quality productions. Garments are coloured with ecofriendly and AZO-free pigments and both fulling and finishing stages are entirely hand-made.

The whole manufacturing process of one **PURESt** stole requires not less than four hours, which further contributes to its refinement and "caressing" texture.

PURESt enhances and supports its craftsmanship tradition by protecting the best regional products and is committed to genuine principles of social and ecological sustainability in all its activities.

You can find the **PURESt** Collection at selected points of sale in Europe while our E-Flagship Store offers a selection of items in available limited number.

In addition to proposing its new lines and models, **PURESt** makes available its expertise and the relationships it has developed with selected Partners for "white label" productions tailored to Customers needs.

PURESt is also a specialist in Luxury Corporate Gifts providing personalised solutions for garments and packaging.

