

INIZIATIVE CONCIARIE ASSOCIATE

HIGH QUALITY LEATHER

The past comes back to life.

With Lama Calf, Il Veliero continues to invest in the tradition, elegance and creativity typical of the 60s and 70s.

“thanks to its characteristics
this is a truly “unique” article
of its kind and quite inimitable”

IL
VELIERO
DAL 1955

With Lama Calf, Il Veliero continues to invest in the tradition, elegance and creativity typical of the 60s and 70s. Lama Calf articles fully embody this spirit deriving from an age-old recipe and today even more industrialized while at the same time maintaining a touch of artisanality.

Lama Calf is produced on baby calf skins exclusively from New Zealand. Their main characteristic is a natural creasing during the initial phases in the drum that impart to the skins a sculpted and refined grain. Lama Calf is best used in the footwear and leather

goods sectors; thanks to its characteristics this is a truly “unique” article of its kind and quite inimitable, the feather in the cap of a well-known trademark such as is Il Veliero.

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High quality
traditional leather.



Here are 8 good reasons for choosing the traditional high-quality leather of Il Veliero instead of the ordinary chrome-tanned leather.

There are well-established rules in the art of tanning that cannot be overlooked if you are aiming for high quality. The age-old recipes and procedures passed on to us over the years by the experience of Italian master tanners have unfortunately changed to adapt to the mechanisms and logic of today's market. It is a known fact that the ordinary is too often regarded as special because there are no longer any means of comparison. Fortunately, just like in the food sector, where there is a need and a new desire to rediscover ancient traditional flavours, we are experiencing a return to a research for a genuine product which has pushed footwear and leather goods producers to increase their

standards and require products with a much higher performance. In this scenario, Il Veliero, promoter, supporter and, above all, producer of high-quality traditional leather since 1955, plays an increasingly important role. Choosing Il Veliero means relying on a qualified and certified partner who, by fully respecting the environment, produces skins that benefit from at least 90 days of olation, skins of a very fine grain, of great fullness because full of the amines that confer considerable elasticity and softness, with the possibility of using a much greater percentage of the skin surface compared to ordinary chrome-tanned skins and with the assurance of a fast delivery of the articles and

colours contained in the swatch card, all at competitive prices. Between ordinary chrome-tanned skins and traditional high quality skins, which one do you choose?



<p>Usable surface</p> <p>ABOVE AVERAGE High quality traditional leather</p> <p>40/50% ordinary chrome leather</p>	<p>Olation process</p> <p>90 DAYS High quality traditional leather</p> <p>2/7 days ordinary chrome leather</p>	<p>Availability from stock</p> <p>IMMEDIATE OF SWATCH CARD ARTICLES AND COLOURS High quality traditional leather</p> <p>LIMITED ordinary chrome leather</p>	<p>Grain</p> <p>VERY FINE High quality traditional leather</p> <p>NORMAL ordinary chrome leather</p>
<p>Fullness</p> <p>VERY HIGH High quality traditional leather</p> <p>NORMAL ordinary chrome leather</p>	<p>Market price</p> <p>COMPETITIVE High quality traditional leather</p> <p>IN THE NORM ordinary chrome leather</p>	<p>Beamhouse process totally computerized</p> <p>INSIDE THE COMPANY High quality traditional leather</p> <p>NOT AVAILABLE ordinary chrome leather</p>	<p>Quality control raw hides at the source</p> <p>TOTAL High quality traditional leather</p> <p>OCCASIONAL ordinary chrome leather</p>

Luxor

Spring.Summer 18

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EXCLUSIVE NATURAL LEATHER

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LEATHER GARMENTS AND HAIR ON BABY CALF

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IL VELIERO

DAL 1955

FINE CHROME-TANNED LEATHER

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