

MASONROSE

CLO emotional design, Spain



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KEY FACTS

Launched in 2016, CLO emotional design is an online Spanish retail brand showcasing luxuriously beautiful, clean and powerfully attractive pieces, created by talented and passionate Spanish designers, artisans and writers. CLO emotional design defines a holistic and sustainable lifestyle - it is a conceptual and conscious brand that places craftsmanship and sustainability at the heart of their values.

Their exclusive handcrafted fashion creations include elegant and timeless pieces designed by founder Covadonga Rodriguez, a Spanish designer who is an advocate of the 'Slow Fashion' sustainable concept. She is inspired by modern cosmopolitan women who favour effortless, yet sophisticated clothes, combined with relaxed tailored shapes. CLO's portfolio incorporates, amongst others, signature designs such as beautiful and versatile summer resort wear, as well as high-quality winter pieces made of sustainable leather and shearling.

Their iconic creations are locally sourced and made in Spain using natural and noble materials, such as silk, napa leather and linen, following only sustainable processes. They are, at heart, a celebration of the 'savoir faire' of the most renowned Spanish artisan trades, combined with cutting-edge international artist collaborations.

Their unique clothes are complemented by other elements that help create a coherent lifestyle, including jewellery, home decoration and art, as well as signature aromas and fragrances. Their iconic jewellery reflects a clean design with sophisticated simplicity, inspired by universal geometric shapes and protective figures, that generate positive energy. CLO art encompasses unique paintings, sculptures, photography and literature.

Energy and emotion emanate from the exclusive craftsmanship of each item - CLO provides a sustainable physical form for us to surround ourselves with, to connect with the wonderful emotions that live inside us.

FACILITIES

CLO's craft makers and collaborations include:

Seamstresses, tailors and master furriers, who have been practicing their trade with great care and dedication for generations

Crocheters, embroidery and lace makers, who make an artform of their skill

Ceramists from the most well-established Spanish potteries

Graphic Designers in various parts of the world who understand the concept and connect with CLO's aesthetic

and emotional imprint

Accessory and jewellery designers who are inspired by the same philosophy and integrate their creations within CLO's offering

Artists such as painters, sculptors, (mandalas)

Jewellers and fine metal crafters

Local wax makers and perfumiers that help create the signature scent of CLO's beautiful candles

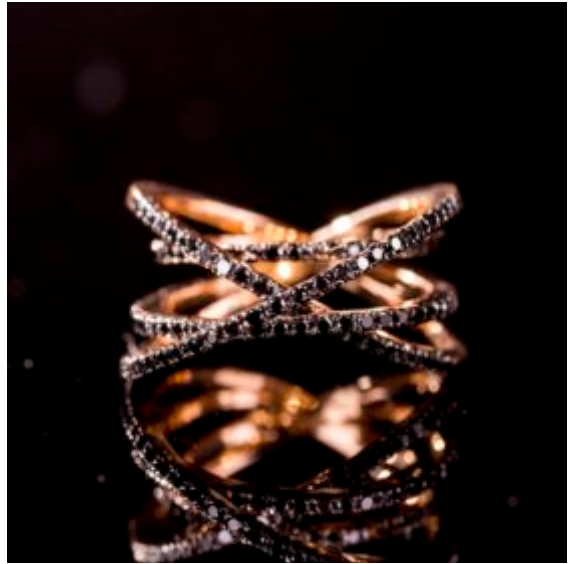
DID YOU KNOW?

CLO's emphasis on emotion is enthused by the idea of conscious buying, focusing on quality-based lasting creations that are purchased because of an emotional connection with the piece rather than driven by the need to consume. As part of their commitment to the Slow Fashion Movement, CLO inspires us to reconsider our shopping habits with the aim to help create a more ethical fashion industry that benefits, not only the planet, but also all the people behind the manufacturing, as well as their customers.

CLO believes in balance, as the basis of sustainability and wellbeing. The balance in the selection of their materials is key and its use is consistent with the relationship between man and nature. The choice of leathers stems solely from the resources generated in the food industry, while **shearling** is sourced from the best suppliers and then

masterfully tanned and dyed by some of the best leather masters in Spain. **Lamb napa** is also one of the materials used regularly in CLO's collections. With a focus on excellent attention to detail and the quality of the finishing touches, this material ensures great comfort and wearability. Balance is also applied to CLO's selection of fabrics where **noble fabrics**, such as silk are combined with **natural fabrics** such as linen, cotton and lurex, always following the very essential idea of balance and sustainability.

Covadonga Rodríguez Quintana is CLO's alma mater. She connects the talents that CLO draws on, and finds the greatest treasure in her choice of people who make up the CLO team - talented women who work for a firm they believe in, by understand its values and direction.





Resort wear

