



PRESS KIT

Richard's: Bespoke Handbags as Unique as Their Owner

RICHARD'S MILANO INTRODUCES A NEW ERA OF LUXURY: CROCODILE HANDBAGS: A DEFINITION OF TIMELESS STYLE AND INDIVIDUALITY

Richard's Milano is rewriting the story of crocodile handbags, redefining Italian leather artistry with a new brand destined to become a milestone. These handbags are handcrafted masterpieces that merge the finest crocodile leather with a design language rooted in elegance, exclusivity, and enduring style. Inspired by the timeless allure of Art Deco yet untethered from passing trends, Richard's pieces are icons in the making.





Milan, April, 2025 – In the heart of Milan, a city where the language of elegance is native and the story of Made in Italy continues to unfold, Richard's Milano crafts its exceptional crocodile handbags. Each piece is a tribute to Italian creativity and craftsmanship, combining exclusive Art Deco-inspired design with premium materials and meticulous handwork. The client becomes a co-creator in this journey, from conception to long after the purchase, with the brand's signature "Forever and Ever" care. The result? A timeless handbag, made to last, to be loved, and ultimately passed down as a treasured heirloom.

The Vision: Exclusivity that Defines Personal Style

Richard's Milano handbags are created for those who value rarity and craftsmanship. Every bag is a one-of-a-kind numbered piece, born from the reinterpretation of original 1920s silhouettes. The brand does not follow trends or produce seasonal collections. Instead, Richard's Milano honors the eternity of style; beyond time, beyond fashion. The distinctive texture of crocodile leather is a guarantee that two handbags are ever alike, transforming each into an accessory as unique as the person who carries it.

Core Values: An Alchemy of Elegance and Excellence

Uniqueness, exclusivity, and elegance are the foundation of Richard's philosophy. Each handbag is crafted in a Milanese atelier using only first-choice crocodile hides, selected and finished with absolute precision. The process is entirely manual, refined by time-honored techniques passed down through generations. Clients are invited to personalize every element: from leather hue to hardware, from stitching to internal detailing. This makes the experience of choosing a Richard's bag as exceptional as the bag itself. With their timeless elegance, these handbags are made



not only for today but forever- these bespoke bags are marked by a unique serial number for authenticity and prestige.

The Craft: A Ritual of Excellence

Leatherworking is a sacred art that demands time, knowledge, and care. The creation of a Richard's Milano handbag is a meticulous, multi-phase process that celebrates the soul of Italian craftsmanship. Each bag is handcrafted over ten days by some of the most skilled artisans in the country. But even before the first cut is made, forty days are dedicated to sourcing, preparing, and selecting the finest skins, any hide with a single flaw is discarded. Production takes place in a historic Milanese workshop, renowned for its century-long expertise in exotic leatherwork.

Inspiration: Art Deco and the Roaring Twenties

The essence of Richard's Milano lies in the glamour of Art Deco, revived today to honor the centenary of the Paris exhibition in 1925: Exposition internationale des arts décoratifs et industriels modernes, an event that marked the birth of the art deco aesthetics. This refined style, characterized by bold geometry, smooth surfaces, rich materials, and vibrant contrasts, perfectly suits the confident, liberated woman of that era. Richard's brings these qualities to life with modern elegance, creating designs for today's independent spirit. Each model is named after muses of the 1920s: Jacqueline, Camille, and Edith: a tribute to icons that stand for confidence, artistry, and transformation of the era.



The Client: Sophisticated, Refined, and Selective-Regardless of Gender

A Richard's Milano client recognizes excellence. They seek not just luxury, but meaning, reflected in the objects they carry. Whether a woman or man, refined and sophisticated, the client values quality, individuality, and quiet confidence. Richard's speaks to those who know what they want, and who express that with elegance and purpose. Each handbag is more than an accessory, it's a statement of personal style and a reflection of success.

The Experience: A Personalized Journey

Purchasing a Richard's handbag is not a transaction- it is an exclusive personal experience. The journey begins with an appointment with a personal consultation, ideally at the client's residence. An occasion to touch and feel the leather and materials in real life, explore designs, and co-create their perfect piece. In this collaborative moment, Richard's captures the client's desires, guiding them through each creative decision. From platinum monograms to precious stone details or custom gold-thread inscriptions, no request is too personal, no detail too small.

"Forever and Ever" Care: A Lifetime Commitment

Richard's Milano stands by its creations, not only at the point of purchase, but throughout the lifetime of the handbag. The "Forever and Ever Care Service" is a promise: a complete, exclusive aftercare offering. Should a client wish to restore their piece, the maison ensures it returns to its original condition. This level of support reflects the brand's deep commitment to quality, and its belief that true luxury lasts.

CITES Certification: A Commitment to Ethics

Only the most prestigious crocodile hides, Nile and saltwater species, are used in



Richard's Milano handbags, and all are sourced responsibly. Each skin is CITES-certified, verifying origin, traceability, and full compliance with international conservation standards. This certification ensures that every step of the supply chain is ethical, sustainable, and transparent, from nature to atelier. Every Richard's handbag is delivered with an individual CITES certificate, affirming its origin and value.

Digital Passport: A New Standard of Transparency

Understanding that the value of a handbag lies also in its story, Richard's introduces the digital passport. This feature documents each handbag's full production journey, from material selection to aftercare. Combined with CITES certification, the digital passport provides full transparency and a permanent record of authenticity: a legacy of excellence written in every stitch.

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