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"Passion helps you make things you will **always be proud of**"

Magdalena Aicega
Argentina National Hockey Team Captain



Sydney 2000, Athens 2004, Beijing 2008
World Champion (2002 Australia)
Champion Trophy Winner (2002 Macao, 2008 Germany)



our brand

DEL SUR was born to bring the most elegant and refined bags design with the best quality leather found worldwide. We are dedicated to the commercialization of leather products of the highest quality, unique in the market, that offer added value for the satisfaction of our customers. We build a better world thinking about sustainability. Our product is real, pure and without artificial chemicals.



From southern Patagonia to the north ... natural leather is used as the most noblest material of our lands. Natural leather offers irreplaceable and irreproducible experiences, shapes and designs. No material can replace the feel, elasticity and nobility of natural leather.

our leather

FROM ARGENTINA to the world

The leather in Argentina refers to our history, gauchos, tradition, parties, defense and work... roof, shelter and customs... history and current affairs. The leather, material builder of the Argentine identity is noble, flexible and resistant.

Argentine leather is known worldwide for its unsurpassed quality and the products of our countryside are appreciated by users and brands throughout the world. It has an emblematic character and it is usually considered that Argentina is recognized worldwide, among other things for its landscapes, tango, soccer, polo and for the quality of the products of its grasslands, mainly for meat and leather.

Natural leather offers irreplaceable and irreproducible experiences, shapes and designs. No material can replace the feel, elasticity and nobility of natural leather. Vegetable-tanned leather has a unique feeling, it's a lifetime investment.

The contact with natural leather is in our DNA.

Since ancient times, man has used animal leather to protect himself, to keep warm, to work, to mark his status, his state of mind or simply the fashion that best represented him. The feeling generated by the contact of our skin with real leather is difficult to explain. This contact decodes centuries of history, this union is marked in our evolution.

The appearance of leather can be copied, but the quality and feel of that contact are impossible to replicate.

Leather is IN OUR DNA

Leather is OUR PASSION

It is very difficult to find a 100% leather product on the market. There are many types of leather goods sold and described as leather, when in fact they are imitations or have a low percentage of leather, such as consolidated leather fiber, coated leather, laminated leather, PU, action leather, etc.

They are cheaper and tend to be less flexible, less durable, less resistant, less porous, lack of natural appearance and tend to crack, as well as being the result of manufacturing processes that cause pollution.

WATCH THE VIDEO



We use the Best Leather

Natural leather is the highest quality leather. During its tanning, no industrial process is used to correct or modify the grain, so it might be uneven in all the bag. This is not a flaw, on the contrary, it is proof of the quality of the leather.

WATCH THE VIDEO

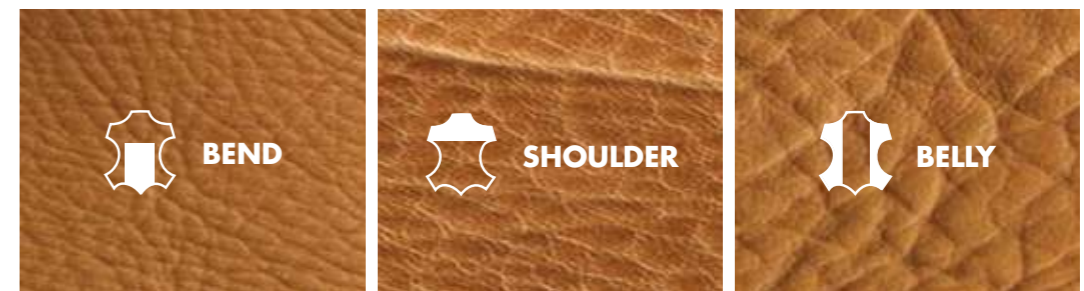


Color changes

Natural Leather ages. Its natural patina and luster only gets better with time. Its natural fibers will change due to the oxidation from the air combined with the sun exposure and the natural oils present in the skin. The color of natural leather may vary with the use and get darker giving a different shine over time. If you find uneven colors in parts of your bag, it's normal when using natural dyes. They will get even with the use.

Grain changes

We use different parts of the leather for our products. We select mainly Bend for the front, Shoulder for the sides and Belly for the bottom, interior, pouch, etc. This is why you might find grain differences. But this is not a flaw, it's a distinguished characteristic of Natural leather.



Scarring and bug bites

Scars and bug bites are avoided in the main parts of the bag. Although they can appear, they do not compromise the strength and durability of the leather. They add an element of uniqueness to the bag. They are proof of the use of 100% Natural Leather.

Natural leather Vegetable leather



100% natural leather is a versatile, durable and prestigious material, with a wide range of desirable attributes, such as flexibility, strength, molding ability, breathability and resistance to friction. Vegetable tanned leather is processed using natural, rather than chemical tannins. It's the highest quality, most eco-friendly and healthiest option.

Today, 80 to 90% of the leather in the market is tanned using chrome tanning, the most popular method of tanning. It is also the oldest kind of chemical tanning. This process is quite fast, taking from 1 to 3 days and leaves the leather soft and uniformly colored after it is dyed. This method makes the leather more resistant to water and heat, so the finish may look the same over the years. However, its life is not especially long and chrome tanning uses extremely harsh, even carcinogenic, chemicals that harm the environment and the people who make it, causing everything from water pollution to cancer. Chrome tanned leather also has a distinctive chemical smell that many people do not like. Yet because it is a relatively inexpensive method that yields quick results, most of the leather produced worldwide uses chrome tanning techniques.



DEL SUR products are ONLY made with Vegetable tanned leather, using natural tannins derived largely from bark. This process obtains a durable, strong leather that properly cared for can last for generations. As it has a natural origin, it is more limited as regards the range of colors. The most common colors are the earth tones, it is quite difficult to obtain a bright color using this tanning method. However, with use, these leathers develop a unique and rich patina. They are also more delicate and tend to scratch more easily than another type of leather. During the first year of use, you will probably should be more careful with heat, water (especially rain) and sharp objects. After a year, the leather becomes a bit more resistant, and the natural patina (pattern of wear) will hide most of the scratches. This natural method takes longer to produce (up to 60 days) and is significantly more expensive as well. After these two months, the leather is typically worked by hand. So while it is more expensive, vegetable-tanned leather certainly provides a higher quality, more durable product when properly cared for.

Vegetable-tanned leather is, on the whole, a higher quality product that will last longer and age more gracefully than other leathers. And its production process does not produce chemicals, making it a better choice for the environment and for the people involved in that production. Vegetable-tanned leather does not leach materials into the ecosystem or into unsafe workplaces in developing nations.



ENVIRONMENTAL Commitment



In **Del Sur** we care very much for our Planet, that's why we make our products mainly with Natural Vegetable Leathers.

By using a tanning process with environmental standard methods in combination with the use of vegetable dyes we prevent harming the environment.

We don't use PU leather in any of our products. PU leather not only has a shorter life period but is also a microfiber-based synthetic that is not biodegradable. During its production, chemicals like Dimethylformamide are used. **The degradation of polyurethane can take between 500 and 1000 years, when the degradation of Natural vegetable leather, as it is Natural fiber can take a fraction of this time.**

ENVIRONMENT IS IN OUR STYLE

We develop fashion accessories that will not be out of fashion fast. We develop classic designs for all times with a material that will improve the more you use it. Using stable designs with high-quality leather that can be used for many years, we contribute to the development of pollution conscience.

OUR DESIGNS

We are inspired by the natural and wild origin of Real Leather.

This spirit of adventure and freedom is present in our Collection. We develop classic designs that will rarely be out of fashion.

Natural fibers change with time, offering better shine, better touch and better color definition. This change is a result of the use.

We offer handbags that will last, made with materials that will upgrade with time.

WATCH THE VIDEO



OUR HEAD DESIGNER



The designer and main mentor of Del Sur Leather is Inés María Grau, born in Buenos Aires, Argentina. After receiving a degree in Public Relations and working in several companies related to the communication and marketing business, she decided to settle a year in London, United Kingdom, to pursue a postgraduate program in Public Relations. Steeped in the world of fashion and latest trends in the Western world, she returned to Argentina in 2007. With the desire in the blood to develop a project related to design and fashion, and in the future to have a brand with her own creations. After studying shoe design, tailoring, production of lingerie and swimwear, interior design and landscaping, personal image, colorimetry and jewelry among several others, she launched her own brand of shoes in Argentina. Estocolmo and Co. started its development from shoes and its name is a tribute to the simplicity of the Swedish design concepts she studied in London, combined with the Novelty of the Argentine leather. Ines Grau is also a consultant for some other well-known brands in Argentina. One year later, she developed her 100% Argentine leather outside and inside bags brand, with materials 100% produced in her country.

DEL SUR COLLECTIONS



Relaxed Collection

Accessories Collection



Fitted Collection



Our relaxed collection was designed to offer a practical, elegant and high-quality leather bag for everyday use. Its timeless style combined with the hands of expert craftsmen is a collection of bags that can be used both for men and women from any age.

RELAXED collection



PUNA

Relaxed Tote bag with body made in 100% full grain bridge leather. Simple and timeless design. Unisex design. Big capacity dimensions. Interior storage spaces for small but important things. Easy to grab and leave.

Practical and simple with the unique quality feeling of Natural leather, Puna tote bag is an accessory for everyday use with style. A classic timeless design that can fit every outfit with the incomparable touch of vegetable tanned and dyed leather. An accessory that will improve the more you use it, Puna bags are a Premium Class Basic with extra room for your laptop.



AVAILABLE COLORS



TABACCO
(DS-PN01T)



BLACK
(DS-PN01B)



CHOCOLATE
(DS-PN01C)

SPECIFICATIONS

- Height 35 cm
- Base width 30 cm
- Top width 41.5 cm
- Depth 13 cm
- Net weight 0,85 kg
- Handle Drop 25 cm
- 100% Full Grain Bridge Leather
- Vegetable-dyed leather
- Interior card holder
- Interior Pocket
- Interior removable Key fob
- 5 metallic feet



WATCH THE VIDEO





TAFI

Relaxed Tote bag with body made in 100% full grain bridge leather. Big capacity dimensions which allow women to carry lots of things but organized on a practical inner bag with zipper closure. Two inside pockets, cell phone pocket, inside key hook and metallic feet. Practical and comfortable, Tafi bags are renowned for the rich texture and exceptional durability of its leather. It's a classic design but at the same time stylish and also functional enough to store everything in your busy on-the-go life. It has multiple pockets to organize essentials and extra room for your laptop, versatile and roomy tote who helps you look chic.

AVAILABLE COLORS



CARAMEL
(DS-TA01C)



BLACK
(DS-TA01B)



CHOCOLATE
(DS-TA01H)



SPECIFICATIONS

- Height 30 cm
- Base width 38,5 cm
- Top width 38 cm
- Depth 15 cm
- Net weight 1,05 kg
- Handle 24 cm
- 100% Full Grain Bridge Leather
- Vegetable-dyed leather
- Interior detachable inner bag with zipper
- Interior Double Pocket with card holder
- Interior removable Key fob
- 5 metallic feet



WATCH THE VIDEO





LUNA

Backpack of timeless style. This 100% Full grain leather adds everyday durability to a classic cityside essential backpack in a just-right scale. Unisex style and no age backpack for a fit or more relaxed look. It can go bigger or smaller thanks to the lateral zippers. Comfortable and stylish backpack. Easy to carry and a great capacity for being a small backpack. Inside zip pocket for everyday essentials, adjustable straps, double lateral zippers and superior handle. Magnet snap-on closure flap. Lined.



AVAILABLE COLOR



BLACK
(DS-LU01B)

SPECIFICATIONS

- Height 27 cm
- Base width 27 cm
- Top width 27 cm
- Depth 13 cm
- Net weight 0,80 kg
- 100% Full Grain Bridge Leather
- Vegetable-dyed leather
- Doble lateral zippers
- Inside zip pocket for everyday essentials
- Magnet snap-on closure flap
- Adjustable straps



VISIT OUR WEBSITE





PAMPA

Elegant Tote bag with a body made in 100% full grain bridge leather. A practical bag with a classic design. Big capacity dimensions. Workdays and weekends have met their match with this stylish, all-purpose tote. Two inside open pocket with metallic zip closure. Inside key hook. With simple interior design, this minimalist tote has positioned itself as a new everyday favorite. Natural and vegetable dyed leather is the secret behind the beautiful finish and exceptional durability of Pampa bag. Designed to be your go-to bag, this shopper presents you with a classic silhouette that's stylish, but also functional enough to store everything in your busy life.



AVAILABLE COLORS



NAVY
(DS-PA01N)



BLACK
(DS-PA01B)

SPECIFICATIONS

- Height 29 cm
- Base width 33 cm
- Top width 45.5 cm
- Depth 18 cm
- Net weight - kg
- Handle 20 cm
- 100% Full Grain Bridge Leather
- Vegetable-dyed leather
- Interior detachable inner pouch with zipper
- Interior Double Pocket
- Interior removable Key fob
- 5 metallic feet



VISIT OUR WEBSITE





VALDEZ

Elegant handbag with body made in 100% full grain fino liso leather. Small capacity dimensions. Inner suede bag, cotton drawstrings and stylish hardware.

A small and elegant handbag with the unique quality feeling of Natural leather, Valdez bag is an elegant accessory for a chic style. A design with the incomparable touch of vegetable tanned and dyed leather. Perfect for the office and a night out, this is a stylish bag that will make you stand out.



AVAILABLE COLORS



TABACCO
(DS-VA01T)



BLACK
(DS-VA01B)



NAVY
(DS-VA01N)

SPECIFICATIONS

- Height 19 cm
- Net weight 0.95 kg
- Interior detachable inner bag with cotton drawstring
- Base width 17 cm
- Handle 11 cm - Strap 51-57 cm
- Interior Pocket
- Top width 17 cm
- 100% Full Grain Fino liso Leather
- Doble short and long shoulder strap
- Depth 16 cm
- Vegetable-dyed leather
- 4 metallic feet



VISIT OUR WEBSITE





Our Fitted Collection offers both classical and modern models. Handbags, tote bags, crossbody and backpacks, all made with the highest quality leather. This unique range of styles fulfills the needs of today's women.



FITTED collection



SEE WEB FILE



AROMO



Small Tote bag with body made in 100% genuine leather. Interior made in natural Suede leather. 3 interior pockets, one removable leather pouch. Short and long shoulder strap and top fastening closure with magnet.

Practical and elegant hand bag made 100% in cowhide and 100% handmade. Made of Premium leather. The Aromo bag is a practical bag which will never be out of fashion. It has a popular but elegant design that matches any kind of style.

AVAILABLE COLORS



NAVY
(DS-AR01N)



CARAMEL
(DS-AR01C)



BLACK
(DS-TA01B)

SPECIFICATIONS

- Height 29 cm
- Base width 23 cm
- Top width 25 cm
- Depth 12 cm
- Net weight 1,15 kg
- Handle 12 cm - Strap 43-46 cm
- 100% Full Grain Bridge Leather
- Vegetable-dyed leather
- Top Fastening with magnet closure
- Double interior open pocket and zipper pocket
- Interior removable Key fob and leather pouch
- 4 metallic feet





HUAPI

A small hand bag with a body made in 100% genuine leather. Interior made in natural Suede leather. Removable strap made in leather with Iguana appearance. 52 cm. long. Practical and elegant. The crossbody is handmade with additional chain strap. 100% in cowhide and 100% handmade. The Huapi bag is a piece of sophisticated elegance that will never go unnoticed. The combination of texture with metal produces a piece of unique and versatile design.



AVAILABLE COLORS



BLACK
(DS-HU01B)

RED WINE
(DS-HU01W)

NAVY
(DS-HU01N)

SPECIFICATIONS

- Height 14 cm
- Base width 22 cm
- Top width 22 cm
- Depth 8 cm
- Net weight 0,60 kg
- Strap 51 cm
- 100% Full Grain Bridge Leather
- Vegetable-dyed leather
- Fastening with magnet closure
- Front and back zip Pocket inside
- 6 card slots
- Leather and chain strap



WATCH THE VIDEO





TRAFUL



Small Hand bag with body made in 100% genuine leather. Interior made in natural red Suede leather. Double strap for hand, elbow or shoulder use. 3 interior pockets and 2 spacious interior compartments. One zip closure compartment in the middle.

Practical and elegant hand bag made 100% in cowhide and 100% handmade. Made of Premium leather. Suitable for working at the office, or for a social meeting. Very versatile and elegant. The bag every woman must have.

AVAILABLE COLORS



BLACK
(INSIDE RED SUEDE)
(DS-TR01B)



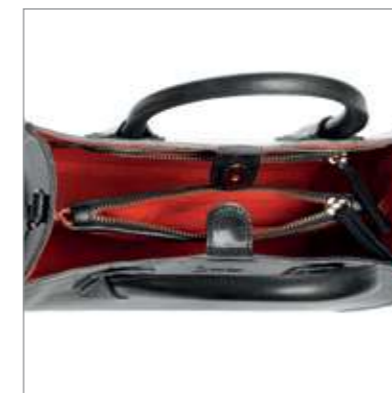
CARAMEL
(INSIDE CARAMEL)
(DS-TR01C)



GREEN
(INSIDE CORN SUEDE)
(DS-TR01G)

SPECIFICATIONS

- Height 21,5 cm
- Base width 26 cm
- Top width 26 cm
- Depth 10 cm
- Net weight 1 kg
- Handle 10,5 cm - Strap 43-46 cm
- 100% Full Grain Bridge Leather
- Vegetable-dyed leather
- Fastening with magnet closure
- 2 open compartments
- 4 metallic feet
- 1 open pocket and 2 zip pockets inside



WATCH THE VIDEO





LUJAN

Clean. Classic. Compact. it provides maximum organization in a minimal amount of space. Designed for women who are constantly on the go, the Lujan bag will take you from busy days to date nights in style. It combines fine-grained leather with stylish hardware.

Classic and elegant shoulder bag with a detachable strap that provides a variety of styling options. Carry it as a crossbody or shoulder bag on busy weekdays, or as a clutch on weekend nights out. Multiple storage spaces inside for essential items.



AVAILABLE COLORS



BLACK (INSIDE RED SUEDE) (DS-LU01B) NAVY (INSIDE CARAMEL SUEDE) (DS-LU01N) GREEN (INSIDE CORN SUEDE) (DS-LU01G)

SPECIFICATIONS

- Height 16 cm
- Base width 21,5 cm
- Top width 21,5 cm
- Depth 9 cm
- Net weight 0.7 kg
- Handle 20 cm - Strap 56 cm
- 100% Full Grain Small Hermes Leather
- Vegetable-dyed leather
- Fastening with clip closure
- Two big open compartments
- Card slots and frontal zippered pocket
- Detachable chain strap



VISIT OUR WEBSITE



Our Accessories Collection was designed to offer our Premium quality leather and give style and status to products we use every day. Computer cases are present in every man or woman who work, travel or simply use their computers daily. With the combination of simple design and our premium leather, the result is a line of cases that will not go unnoticed.



ACCESSORIES collection



POSTA CASES

13.3"
VERTICAL

This case has the perfect capacity for a 13.3" slimbook computer. Stylish and unique design, when the flap is opened, it can be used as a mousepad. Top clousure for a better storage. The softness of the natural leather to the touch generates an indescribable sensation when using it.

- Exterior: 100% natural leather
- Interior: 100% suede with an open pocket
- The flap can close in the pocket for safety

AVAILABLE COLORS COMBINATIONS



SPECIFICATIONS

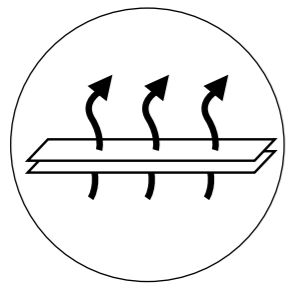
- Height 36,5 cm
- Width 26 cm
- Weight 0,40 kgs

NOTE: can fit other Ultrabook sizes between 13 and 14 inches depending on the dimensions.

SEE WEB FILE



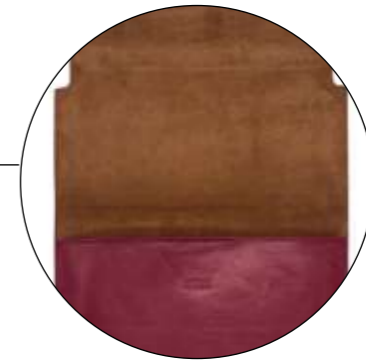
SEE WEB FILE



BREATHABLE PRODUCT
As a natural fiber, leather can breathe to avoid over heating and helping the cooling down.

100% Full grain Natural Premium leather

Easy closing with NO magnets. (Magnets may harm disk and battery)



100% Suede Leather interior



Front pocket for secure closing

13.3" VERTICAL



Case can be used as computer pad

Interior suede can be used as mouse pad

Vertical Access



Flexible adaptative Leather body





POSTA CASES

13.3" HORIZONTAL

This case has the perfect capacity for a 13.3" slimbook computer. When open, the flap can be used to rest your wrists, or just to write on a smoother surface. A classic and elegant design with the softness of the natural leather which can be used both by men or women in the office or at home.

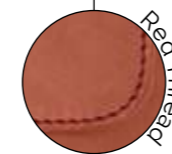
- Exterior: 100% natural leather
- Interior: 100% suede with an open pocket
- The flap can close in the pocket for safety

AVAILABLE COLORS COMBINATIONS

Red Suede interior



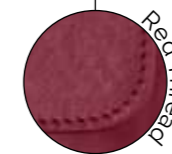
TABACCO (DS-H13TRR)



Caramel Suede interior



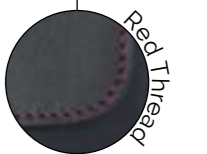
RED WINE (DS-H13WCW)



Red Suede interior



BLACK (DS-H13BRR)



SPECIFICATIONS

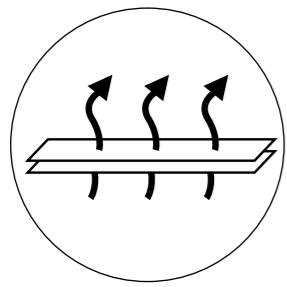
- Height 24,5 cm
- Width 36,5 cm
- Weight 0,40 kgs

NOTE: can fit other Ultrabook sizes between 13 and 14 inches depending on the dimensions.

SEE WEB FILE



SEE WEB FILE



BREATHABLE PRODUCT
As a natural fiber, leather can breathe to avoid over heating and helping the cooling down.

100% Full grain Natural Premium leather

Easy closing with NO magnets. (Magnets may harm disk and battery)



13.3" HORIZONTAL

100% Suede Leather interior



Flexible adaptative Leather body

Red Thread

Front pocket for secure closing

Case can be used as computer pad



Interior suede can be used as mouse pad





POSTA CASES

15.4"
HORIZONTAL

This case has a bigger capacity, for a 15.4" slimbook computer. Perfect for everyday usage. Bigger computers need safer cases, due to size and weight. This design made in 100% natural leather allows the perfect care and touches for your computer's surface.

- Exterior: 100% natural leather
- Interior: 100% suede with an open pocket
- The flap can close in the pocket for safety

AVAILABLE COLORS COMBINATIONS

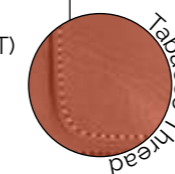
Caramel Suede
interior



Caramel Suede
interior



TABACCO
(DS-H15TCT)



BLACK
(DS-H15BCB)



SPECIFICATIONS

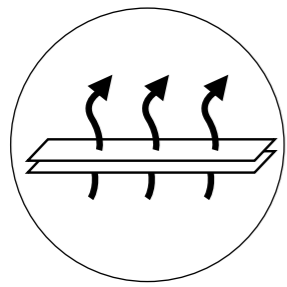
- Height 27.5 cm
- Width 41.5 cm
- Weight 0.45 kgs

NOTE: can fit other Ultrabook sizes between 15 and 16 inches depending on the dimensions.

SEE WEB FILE



SEE WEB FILE



BREATHABLE PRODUCT
As a natural fiber, leather can breathe to avoid over heating and helping the cooling down.

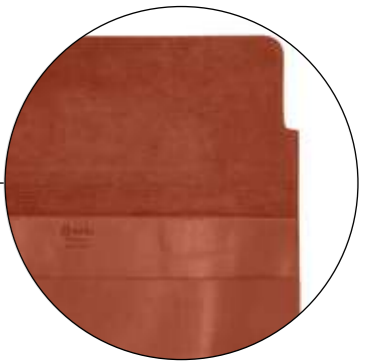
15.4 " HORIZONTAL

100% Full grain Natural Premium leather

Easy closing with NO magnets. (Magnets may harm disk and battery)



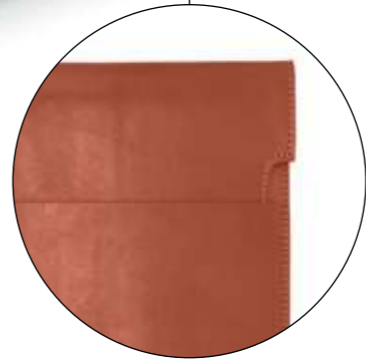
100% Suede Leather interior



Interior suede can be used as mouse pad



Front pocket for secure closing



Flexible adaptative Leather body

Case can be used as computer pad



OUR MARKETING STRATEGY

Our sales strategy is based on online shopping. Our goal is to reach our customers in an efficient way in order to be able to grow on sales and also receive their feedback to improve

VISIT OUR WEBSITE

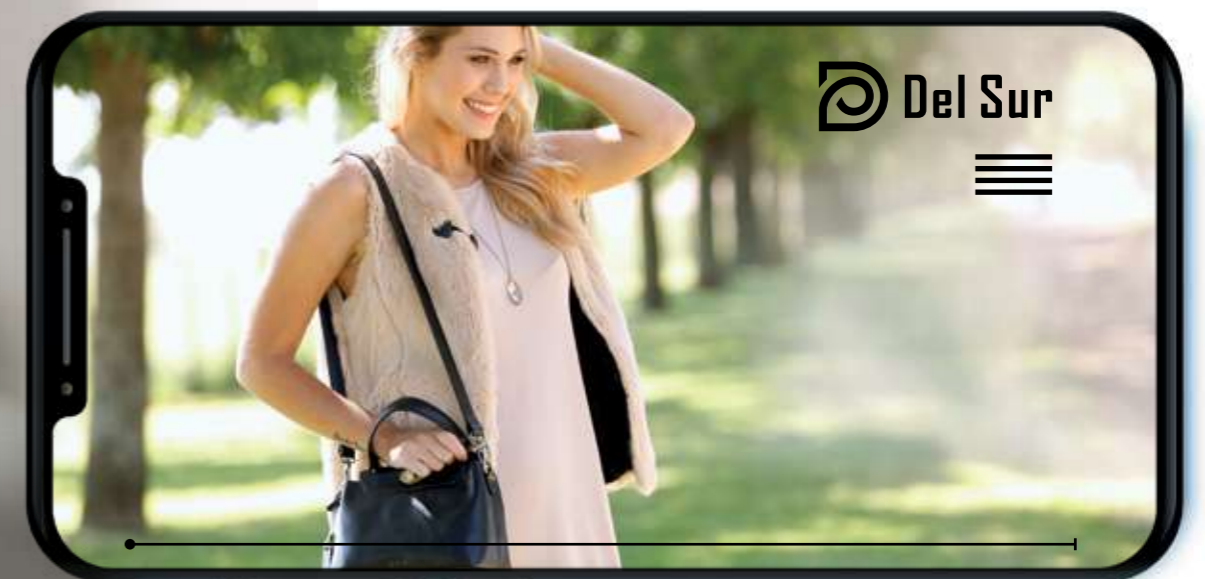


ONLINE MARKETING

Our marketing communication is based on online marketing through the browser and social networks.

We continuously develop exclusive material specially to support our sellers during the promotion process.

- PRODUCTS IMAGES
- CAMPAIGN PHOTOS
- PRODUCT VIDEOS
- CAMPAIGN VIDEOS
- PRODUCT FILES





OUR SHOPPING EXPERIENCE

Del Sur

PACKAGING & SHIPPING

Our unboxing experience was designed to enhance the shopping process, making it unique like our bags.



After opening a simple, charming and premium quality black box, our customers will receive the following special material:

- A special Thank you card
- A complete Care & Handling manual
- A Leather Certificate with serial number
- Cleaning Gloves for maintenance
- An Argentina Card with text about our Country

The bag will be shipped with proper protection inside its soft suede Del Sur care bag.

VISIT OUR WEBSITE



Our Warehouse for China and Asia is located in Cixi, Ningbo



DEL SUR SUPPORT



In Del Sur we have a group of people that will assist you during all your inquiry and purchase process. Both Del Sur Argentina and Del Sur Asia team will offer you all the information and assistance you require.

We have all the marketing information your company might need for promotion, this includes technical information, product photos, models photos, videos, etc.

We can offer all the material to our clients and develop a special one if you need to.

In Del Sur our service is as important as the product we offer.

Should you have any inquiry please contact us at:

info@delsurleather.com

