



MADE IN ITALY



Our Cashmere
Our Values
Our Products
Our Locations



ama-pure.com



Established by Luciana Fazio in 2010, Ama Srl started out producing scarves and home textiles for some of the major international fashion houses. In 2016 Gian Marco Tavani, Luciana's son, joined the company, and together they launched Ama Pure, a brand of accessories made from 100% top-quality cashmere or merino wool.

Ama Pure's unique pieces are created with the purest materials, sourced from the Mongolian high plains and produced by expert craftsmen, using sustainable traditional techniques: all pieces are woven on traditional looms and finished by hand. Luciana supervises all phases of production. Her exceptional expertise and extreme attention to detail have established Ama Pure as a brand of authentic, timeless, wearable art.





LUCIANA FAZIO

After a long experience as a Product Manager for major fashion brands, moving from the research of fibers and materials to the development of total look collections, she has acquired a great knowledge in the textile field and its specific aspects. Having verified that the market and even the big luxury brands are offering a huge amount of materials that have cashmere as a name more than a substance :pseudo cashmere, cashmere touch (with a minimal cashmere percentage), in 2011, with his son as Development Director, she decides to launch their own brand: AMA PURE. For Luciana appraising the raw materials that were offered was not enough, therefore she went personally to Mongolia and China to select at source the best fibers of cashmere and silk to create her own materials and ensure the quality. Pure materials that come into life by craft dyes, by hand-prints, treatments and finishings that only the Italian production can realize according to the traditional production the AMA PURE reputation expands rapidly. Today AMA PURE has authorized stores in Europe, USA and Japan... and it is only the beginning of the story.



GIAN MARCO TAVANI

After a degree in Management Engineering at the University of Parma, a specialization at ENSAM of Paris and after an important experience in the field of cinema and show business (his passion) he began his professional career in one of the most important Fashion American Group, climbing all the steps from Store Manager to District Manager in record time, traveling between Milan, San Francisco, Paris, London and Montecarlo. Strengthened by this experience, he was determined to join the family business: AMA PURE. Fluent in English, French, Spanish, today he continues to travel the world as Development Director of his own brand, bringing up modern strategies, according to his ambitions that are at the level of his great vision.



OUR CASHMERE, THE PURSUIT OF QUALITY

Our story with textile goes back to 1950. Eager to craft the most exclusive fabrics and to bring to the world **the highest quality**, and the **most luxurious products**, we travelled the lands of Mongolia, relentlessly in search of the finest fibers.

Our primary aim was to retrace **Italian handcrafted products**, and to reestablish the quality that existed back in time.

Along with the years, we developed a deep knowledge and a savoir-faire in the domain of textile, that of **Silk, Pure Wool, and Linen**, specializing in **Cashmere**, one of the softest and the most luxurious fibers.

Our approach to textiles focuses on their quality, their rarity and their genuineness.





OUR CASHMERE, OUR FEATURES

Each year, our **Cashmere** is selected from the under-fleece of the best goat breeds, **Graded A**, in inner Mongolia, and turned into unique products known for their softness and their **long-lasting quality**.

All our products are exclusively **made-by-hand** in Italy.

A rigorous control is executed at each step of the manufacturing, all the necessary changes are regularly made in order to achieve **the highest level of quality**.

We are deeply connected to the **natural resources** and are committed to preserving the environment. Using natural plant pigments, our artisans dye each fabric, combining traditional craftsmanship with technological dyeing methods.

All our products are hand and machine-washable.



OUR VALUES, OUR VISION, OUR MISSION

Driven by **authenticity** and **integrity**, **AMA PURE** is the ultimate expression of raw materials and pure fabrics that hold a soul and carry a story of their own.

Non-material values are the key foundations to our company. We stay away from all types of mass-produced pieces.

Our innovative and pragmatic vision provides today our customers with a **new textile experience**, combining artisanal tradition with modernity, style with quality.

At **AMA PURE**, we draw inspiration from **travels** around the world and achievements in the fields of **arts** and **nature**, encouraging exceptional performances and promoting quality, integrity and excellence.





OUR PRODUCTS EXCLUSIVE, UNIQUE

From the crafting to the dyeing stage, into perfecting each **AMA PURE** garment, all our products are luxury pieces exclusively **made-by-hand** in our workshop in Italy with passion, creativity and attention to the finest details.

Our **Cashmere and Wool extra fine Collection** distinguishes itself with the **numerous prints**, and the **unique designs, 120 graphics**, revealing a contemporary and eclectic style through pieces of the highest quality.

In addition, we offer an extraordinary **Customization Service** to our customers. Our **Private Label Service** allows creating the **most exclusive pieces** to fit the tastes and meet the needs of the most refined customers. It also provides them with the **finest raw fabrics** to use for their own.





OUR PRODUCTS EXCLUSIVE, UNIQUE

- STOLES 100% cashmere
100x200cm
- STOLES wool extra fine
80x170cm.
- TRAVEL PLAIDS 100% cashmere
120x150cm or 90x180cm
- PLAIDS 100% cashmere
145x175cm
- STOLES wool extra
FINE WITH FOX
- STOLES 100% cashmere
WITH FOX
- CAPES 100% cashmere
- PONCHO 100% cashmere
ULTRA LIGHT
- SWEATERS 100% cashmere

STOLES

PURE CASHMERE

100X200CM

Wholesale Price from
149,00€ to 195,00€



STOLES

WOOL EXTRA FINE
80X170CM

Wholesale Price from
99,00€



TRAVEL PLAIDS

PURE CASHMERE
120X150CM, 90X180CM

Wholesale Price around 195€



PLAIDS

PURE CASHMERE
145X175CM

Wholesale Price around 395€



STOLES WOOL EXTRA FINE WITH FOX

Wholesale Price around 190€



STOLES PURE CASHMERE WITH FOX

Wholesale Price around 280€



CAPES

PURE CASHMERE

Wholesale Price from 415€



PONCHOS

PURE CASHMERE
ULTRA LIGHT

Wholesale Price from 220€



SWEATER WOOL EXTRA FINE

Wholesale Price from 120€



SWEATER PURE CASHMERE ULTRA LIGHT

Wholesale Price from 210€





AROUND THE WORLD

SHOWROOMS

- The Globe Showroom
NEW YORK / LOS ANGELES
- Four Marketing Showroom
PARIS / LONDON



OUR BEST STORES WORLDWIDE

Moda Operandi (US)

Harvey Nichols (UK)

Lane Crawford (Hong Kong)

Harvey Nichols (Hong Kong)

Stivali (Lisbon)

Gente (Roma)

Al Ostoura (Kuwait)

**+ 95 stores in
23 countries worldwide**





AMA PURE pursues its growth today, traveling the world from hand to hand, reaching wholesalers in the most important capitals, aspiring to leave a mark on as many individuals who are able to appreciate quality, but most of all, to choose it.

AMA-PURE.COM

