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About Clemente

The story & the team behind the brand

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Concept

Est. 2019 | Panama City, Panama.

Clemente is a Panamanian design concept that reflects the style and life philosophy of its co-founders. Originally specialized in pañuelos, the brand now explores the broader spectrum of lifestyle pieces that adhere to its art-centered and sustainable-versatility approach. All designs are originally painted on canvas by our Creative Director, and then tailored to unique pieces that reflect our deepest values.





Team



*Clemente is the synergy between two Panamanian sisters,
Ana Lucía and Laura Isabel.*

Ana Lucía (22) is the corporate director of Clemente and a technology consulting analyst at Ernst & Young NYC. She graduated from Georgetown University in 2021, where she earned a BSBA degree major in Operations & Information Management, and a minor in Entrepreneurship. Passionate about the corporate face of the creative industry, she contributes to the Clemente story by directing the brand's administrative affairs, as well as by overseeing the design and confection of the pañuelos.



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*The perfect balance between **creative** and **corporate**.*

Laura Isabel (19) is the creative director of Clemente and is currently a student at the Savannah College of Art and Design, where she is pursuing a BFA in Architecture and Painting, as well as a minor in Fashion. With technical experience in a variety of art branches ranging from architecture to ceramics, she is the author of every Clemente design. Through her artistic and professional development, she aspires to further evolve the brand's image and diversify its concept.



Business Model

*A hybrid between online distribution
& physical interaction.*

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Clemente is exclusively distributed through the brand's website and sporadic pop-up shops.

To the date, we have hosted pop-up shops in Panama, Miami, Savannah, and Washington DC.



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ClementinaCircle

Pieces that encourage lifelong brand-customer interaction.

By purchasing a Clemente scarf, the client becomes a member of the #ClementinaCircle, a space where clients access our signature styling tutorials.

Additional perks of belonging to the Clementina Circle include on-demand styling, private styling sessions and invitation to exclusive events.





Lastest Collection

"Serendipia" | SS21



Serendipia

SS21 | Designed in Panamá by
Creative Director Laura Marín

Scarves. 100% Modal.
100x100 cm measure.
Crafted in Como, Italy.

Sustainable Bikinis.
87% recycled polyester,
13% elastane.
Made from
recycled plastic bottles.

Discover more [here](#)



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Appendix

Materials & press

Press

Watch Panama Fashion Week debut [here](#)

Browse Panama Fashion Week feature [here](#)

Watch Panama Fashion Week interview [here](#)

Read feature on Revista K [here](#)

Watch interview with Revista Ellas [here](#)

Read feature on Tribu platform [here](#)

Read feature on We Gave What [here](#)



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