CASONÁ.

BORN IN LATINAMERICA.
CRAFTED IN SPAIN.
EST 2024.

ABOUT US.

Beyond crafting clothing, CASONÁ is your casa. We are an evolving concept and a creative community, embodied by our name; a home where craftsmanship, design, and culture collide.

Just as every wardrobe is personal to its owner and reflects their individuality and style, our collections are made of garments designed to become your own statement of uniqueness. Each piece holds its own story, with a focus on crafting one-of-a-kind garments using dead-stock materials from luxury European fashion houses. Once these select pieces find their homes, they will never be replicated.

At CASONÁ, we're building a community, not just a brand. We strive to connect with our customers on a deeper level, sharing stories and experiences that foster a sense of belonging.

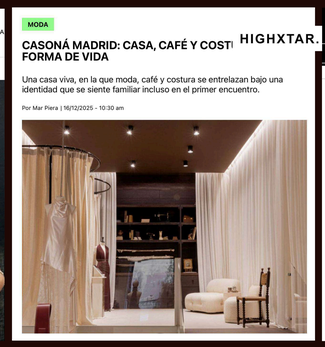
We're building brand awareness and market penetration through a multi-faceted approach, including digital marketing, immersive events, pop-up shops, industry event participation, wholesale partnerships, and collaborations with influencers and artists.

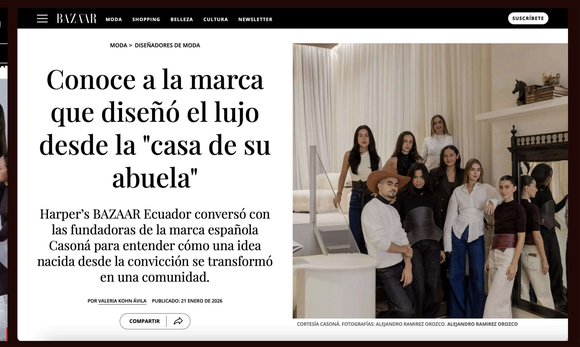
OUR CASA.

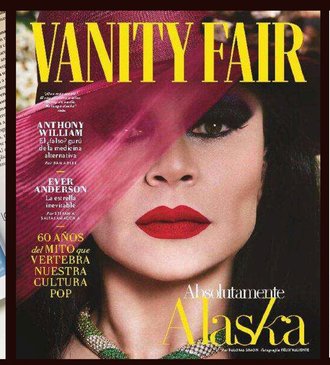
CALLE PELAYO 52, MADRID.

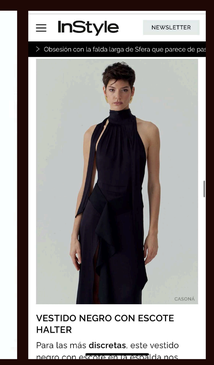
CASONÁ.

PRESS COVERAGE.



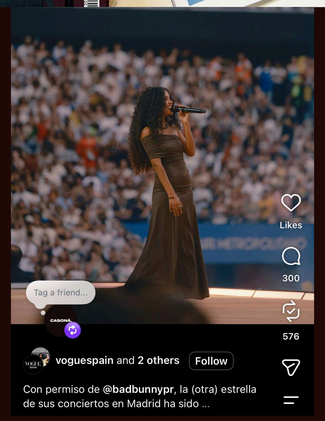






Cómo crear una marca de moda a partir de los tejidos desechados por las firmas de lujo

Carmelá Osorio e Inés Sainz, fundadoras de CASONÁ, se dieron cuenta en un viaje a Portugal e Italia de la gran cantidad de textil sobrante que desechaban las grandes casas de la moda. A partir de ahí, decidieron abrazar el upcycling para crear su propia marca



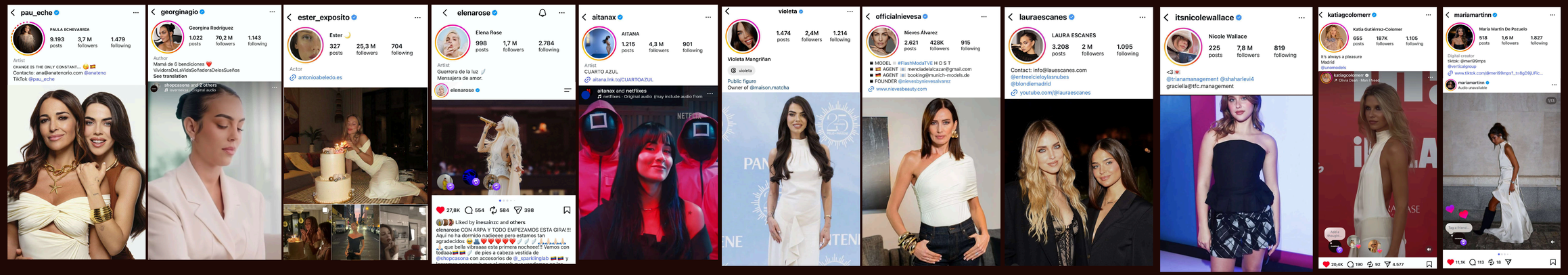
El vestido de escote infinito con el que realzaba su figura

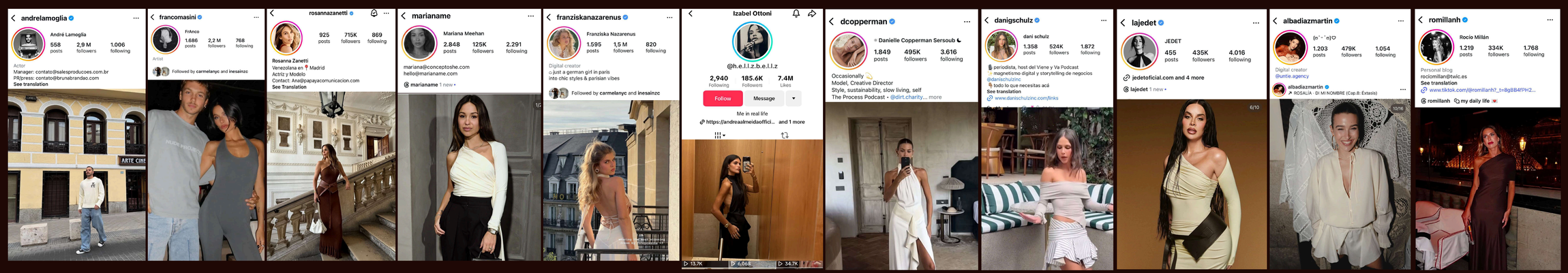
Para la ocasión, la aristócrata nos sorprendió con uno de los vestidos insignia de **Casoná**, la firma hispanovenezolana que triunfa internacionalmente y en la que también han confiado **Ester Expósito**, Paula

CASONÁ.

MEDIA KIT.

A SELECTION OF ORGANIC NFLUENTIAL CREATORS IN OUR COMMUNITY.





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