

āim / handmade in Italy

LOOKBOOK



The Story

Serendipity, harmony, aesthetic and sustainability are the forces that got aligned, altogether, to create something that just had to happen: ãim.

The founder, Anna Maria Mongillo, had the intuition and the determination to bring these unique pieces to life.

To be precise, to get them to a new life.

It all started a couple of years ago when Anna Maria took a stroll in one of Naples' flea market. One of those magical places where she, being an internationally renowned accessories designer, had always picked many, great and little, precious inspiration.



The Handle

ABOUT OUR SIGNATURE

The initial sparkle came from a handle. A vintage bag handle, surfacing from hundreds of old, different pieces. The handle spoke to her, telling a story of balance and perfection and one of strength and determination.

"It was all there", Anna Maria recalls. "I only had to let the story unfold".

Declined in all of our models, the signature handle allows women to grasp the bag the same way they are now grasping their life: with elegance and without bending to the pressure of the day.



The Serendipity Approach

Being found, rather than planned, is the unexpected ingredient that was infused into Anna Maria's new, first solo design project. After many years working for global brands and designing bags, shoes and accessories following the client's market signature, she found herself following a blissful lead of creative solitude. Everything was finally flowing altogether, and serendipity led to the first āim bag, followed by the first collection.

A visit to one of the local leather processing factories she usually collaborates with, drove then to the second encounter: that with patches of beautiful, precious, leftover leather that resulted from overproduction that sat there, abandoned.

"Like the handle, also the material found me", she says. The concept of reuse and waste avoidance came into the project almost by chance. So, Anna Maria likes to tell that "sustainability found me, and it was love at first sight".

Design is a process of pure creativity that fires upon a sudden, unexpected inspiration. Anna Maria was used to the process already. Still, the inspiration's intensity led to the immediate creation of her first, unique piece: Olivia.

It was then, when the alignment happened: āim was born.



Our Commitment



Longevity / āim bags and accessories bear a promise: they are here to stay. The timeless, sophisticated design allows each one to complete a woman's style over seasonality, years, whatever life brings. Each model ages with grace and wins over the unsustainable race of the fashion system.

Uniqueness / Every piece is unique, and not just because it's cool to be so. It's unique because it is made, from the beginning, by the expert hands of craftsmen working in small, family-led leather factories, utilising only the finest materials that result from overproduction.

Responsibility / We do not want to sell more. We want to sell a few, slow-paced, unique pieces that do not impact our planet. Reuse, recycle and end-of-life management: our responsibility is embedded in our initial design proposition. And it will always be.



Olivia

TOTE BAG

The first love is never forgotten. And the Olivia bag will always be the one: the very first one of the āim universe becoming even more special thanks to its unique design, with that vintage allure and the contemporary touch. Compact and spacious at the same time, you'll fall for its versatility since you can style it during the day, easily carrying it in your hands or crossbody, or even in the evening, charmingly under your arm, for a classy and feminine look.

A precious icon for a personal style.



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Mini Olivia

TOTE BAG

Small bags with a big heart. Get ready to enjoy some fun with the mini version of our iconic Olivia Bag.

Compared to its big sister, its tiny shiny design, makes it the perfect style plus one for a night out that you'll love to walk with you, carried in your hands or crossbody for a total freedom of movement.



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Micro Olivia

TOTE BAG

Our forever Olivia updated in a new, easy-to-carry mini size. Micro Olivia is the smallest in the family where everything is resized even the handle. Can be worn crossbody with the leather strap or carry it by the top handles for a funny and stylish look.



Sofia

POCKET TOTE BAG

Picture in your head a very busy day, with a tight schedule, from day to night. Our Sofia bag will become your favorite “city tote” for your everyday style, the accessory of your dream to hold all your essentials forever with you, laptop and tablet included.

The shape and the dimension are its super powers: stylish and spacious, it's not just practical, but it becomes so precious thanks to its front zipped pocket to secure smaller items.

Once you try its slightly structured silhouette, you will never come back.



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Mina

TOTE BAG

Take a good design, add the right dose of sophistication and a contemporary style and you'll get the most refined handbag of our special family: Mina.

With its versatile yet precious silhouette, this is the deluxe sister of any aim bag you'll love to wear everywhere, for any occasion in your agenda: carry it for a business date during the day, or for a classy event in the evening, even on the shoulder with the leather strap.



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Alice

TOTE BAG

Modernity meets elegance with our Alice bag, an everyday model so easy and breezy to wear.

Its soft and comfortable design makes it look like a cloud of butter, in harmonious contrast with the iconic handle, while its sweet style will make you fall in love at first sight.

Dress with no stress by wearing it under your arm, or carrying it by hand or crossbody, from the desk to dusk.



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Large Alice

TOTE BAG

The 3 S rule: spacious, soft, stylish. This is the style rules that define our Large Alice, a bag you'll love season after season. Its wider dimensions compared to its smaller sister, Alice, make it the perfect companion for your busy days out, without giving up the comfort of a tactile design.

Basically, your new BFF for your daily strolls.



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Nano Alice

CLUTCH BAG

Little treasures of happiness. The nano version of the Alice bag is a concentrate of tenderness and style that will win your heart. Soft but strong, this petit bag is faithful in spirit to all the other members of the family, thanks to the unique handle that will let you hold it in the most magic party nights or frame it to your body with the easy-peasy shoulder strap. Careful: it brings joy and addiction.



Lola

BOWLING BAG

Shape meets elegance to leave a style mark in the new Lola bag that brings with it all the refined allure of a vintage accessory.

Why is it so special and unique? Because it perfectly flaunts a 30s classy design with a touch of modernity thanks to all the precious details, like the full zip clousure that makes it practical, or the soft structure that gives it a comfortable look. The incurable romantics will simply love to use it as an handbag, while the free-spirit ones will always wear it with the shoulder strap.



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Emma

SHOULDER BAG

A bag is never just a bag, it is a loyal companion for all your magic adventures. At least, if you have an Emma bag for your daily activities, with a funny round silhouette that makes it look like a friendly face you'll never tire of having around.

The shoulder strap is fixed but adjustable so that you'll feel free to decide how to go around with her, while the handle is the iconic detail to fall in love with again and again. One thing is for sure: you'll just be inseparable.



Leo

NECKLACE POUCH

The necklace pouch Leo was inspired by the reuse of leather waist from the cut of the iconic āim hande. It is a home for little treasures and can be worn around the neck or used as a purse in any āim bag.



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