

DESIGNER BAG PORTFOLIO

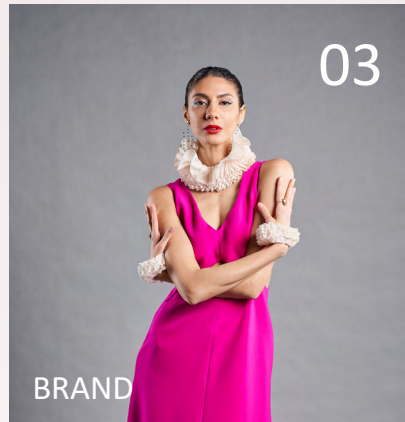
#moda - mode

MASUM KARIMI

Artisan/ Added Value



SUMMARY



THE BRAND

Masum Karimi is an **ETHICAL DESIGNER BRAND** based in Madrid, Spain, founded by Masum & Gelareh Karimi (Mother & Daughter).

Through a synthesis of **MINIMALISM** and **GEOMETRICAL SHAPES**, espousing the principle of **ENVIRONMENTAL CONSCIOUSNESS**, Masum Karimi brand aims to sound out the cultural fluidity of an increasingly multicultural experiences. Focused on creating **SUSTAINABLE & ON-DEMAND PRODUCTS** and not a trend follower, Masum Karimi creates long-lasting garments or even **RECONSTRUCTS** its over-worn ones, in **LOCAL PRODUCTION**, using **HAUTE COUTURE SEAMS** and **HIGH QUALITY FIBERS**, so as to contribute to the longevity of the garment.

Based on our **BRAND'S DNA**, each collection combines **INSPIRATION FROM OUR NATIVE MIDDLE EAST AND THE STRONG PERSONALITIES OF THE WESTERN MODERN CULTURE**.

The brand converts the beauty and uniqueness of each Woman into its edgy-romantic collections, by creating artistic interpretations craftsmanship techniques and aesthetic concept.

The brand takes the name of my mother, who has been my inspiration to look at life with creativity. She, an empowered woman, devoted herself to her passion and opened her dressmaking workshop 20 years ago in Madrid. Under her guidance, I have learned the art of crafting garments from scratch with care, taste, and attention to detail while creating exclusive pieces.

GELAREH H.KARIMI
HEAD DESIGNER





Geometric shapes that simulate symmetries and asymmetries to enhance the female figure. Flawless details, prints and bright colours that simulate the edgy-romantic as well as classic-chic styling the DNA of #Masumkarimi.



The presence of **ART, COLOURS, GEOMETRY AND ARTISANAL DESIGN** in all its corners make the Middle East so warm, special and desired by the West.

Our collections **UNITE ORIENTAL ROMANTICISM WITH THE EMPOWERMENT OF WOMEN** based on roles from classical and modern culture.

THE ICONIC TOTE BAG

Designing a pure, flat and unique tote bag.

The Inspiration

Our iconic tote bags are inspired by the shapes and geometries of our native Middle East. We twist it by adding our avant-garde and contemporary vision, inspired by our living experience in multiculturalism.

Neither square nor round, a bag without gender, made to carry the essential and the non-essential.

Each bag is cut and made in our atelier located in madrid by professionals.

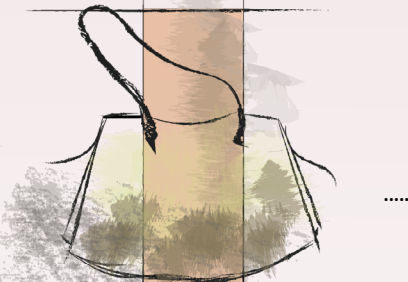
This Tote bag is not meant to be placed on the floor. Good bags are always used or properly hanged.

DESIGNED AND CRAFTED BY
MASUM KARIMI-- MADE IN SPAIN
REGISTERED DESIGN

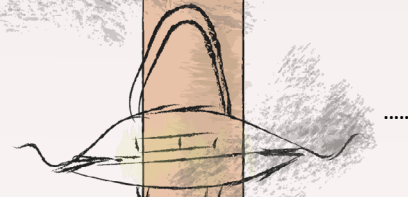




Roundish square shape, flat, spacious, and washable Tote. The expression of an everyday bag.
All details together are making this bag iconic and long-lasting.



.....FLAT



.....SPACIOUS



.....ICONIC



This Iconic Tote Bag is roundish-square shape, spacious (30 ltrs), flat, and machine washable. The expression of an everyday bag. It has side foldings for increased storage capacity. High neck opening for extra safety. Fully lined inside with two side pockets. Can be combined with a matching vanity case.

Care and details

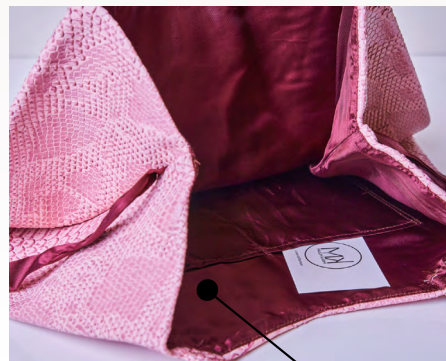
Exterior material: Vegan/Faux Leather with PVC finishing (40% cotton- 60% polyester) or 100% cotton in African fabric. Interior material: 100% polyester linen. Wash it inside out max. temp. 20°C

Dimensions

48 cm x 56 cm x 21 cm (handle height 33 cm) Fit: 30 ltrs aprox.

Side folding for increased storage capacity

High neck opening for extra protection



Fully lined inside with two side pockets



48 cm

Volume 30 Ltrs.

The FAUX collection - COTTON + POLYESTER + TEFLON

(Fabric made in France - Designed and produced in Madrid)

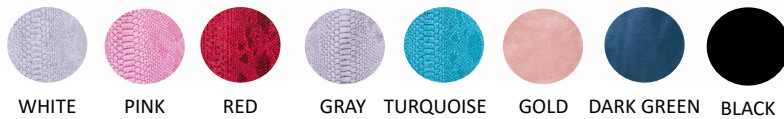
Why Faux Leather fabric?

1. Teflon finishing
2. Longlasting quality fabrics
3. Washable
4. An everyday bag

TOT.PL.12 - White



Available colours



WHITE PINK RED GRAY TURQUOISE GOLD DARK GREEN BLACK

Wholesale price per unit

(1-20 units) 55,00 € - (21-50 units) 45,00€ - (above 51 units) 35,00€

YOU CAN COMBINE MORE THAN ONE PRINT TO ADD UP TO YOUR ORDER

The FAUX collection - COTTON + POLYESTER + TEFLON

(Fabric made in France - Designed and produced in Madrid)



TOT.PL.13 -Red



TOT.PL.14 -Turquoise Green



TOT.PL.15 -Pearl Gray



TOT.PL.16 -Pink Pastel



TOT.PL.17 -Metallic Gold



TOT.PL.18 - Dark Green



Exterior material: Vegan/Faux Leather with PVC finishing (40% cotton- 60% polyester) or 100% cotton in African fabric. Interior material: 100% polyester linen. Wash it inside out max. temp. 20°C

Vanity case: 24 cm x 16 cm x 7 cm (handle length 14 cm) . Fit: 3 ltrs aprox.



The FAUX collection Vanity Case- COTTON + POLYESTER + TEFLON

(Fabric made in France - Designed and produced in Madrid)

Wholesale price per unit

(1-20 units) 35,00 €- (21-50 units) 25,00€ - (above 51 units) 15,00€

YOU CAN COMBINE MORE THAN ONE PRINT WITH YOUR ORDER



VAN.PL.01 - White



VAN.PL.03 - Turquoise Green



VAN.PL.05 - Pearl Gray



VAN.PL.02 - Red



VAN.PL.04 - Pink Pastel



VAN.PL.06 - Metallic Gold



VAN.PL.07 - Dark Green

Why Faux Leather fabric?

1. Teflon finishing
2. Longlasting quality fabrics
3. Washable
4. An everyday bag

THE SUMMER TOTE

The Inspiration

Our iconic tote bags are inspired by the shapes and geometries of our native Middle East. We twist it by adding our avant-garde and contemporary vision, inspired by our living experience in multiculturalism.

Neither square nor round, a bag without gender, made to carry the essential and the non-essential.

Each bag is cut and made in our atelier located in madrid by professionals.

This Tote bag is not meant to be placed on the floor. Good bags are always used or properly hanged.

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MASUM KARIMI-- MADE IN SPAIN
REGISTERED DESIGN



This Iconic Tote Bag is roundish-square shape, spacious (30 ltrs), flat, and machine washable. The expression of an everyday SUMMER Bag. It has side foldings for increased storage capacity. High neck opening for extra safety. Fully lined inside with two side pockets. Can be combined with a matching vanity case.

Care and details

Exterior material: 100% cotton in African fabric. Interior material: 100% polyester linen. Wash it inside out max. temp. 20°C

Dimensions

48 cm x 56 cm x 21 cm (handle height 33 cm) Fit: 30 ltrs aprox.

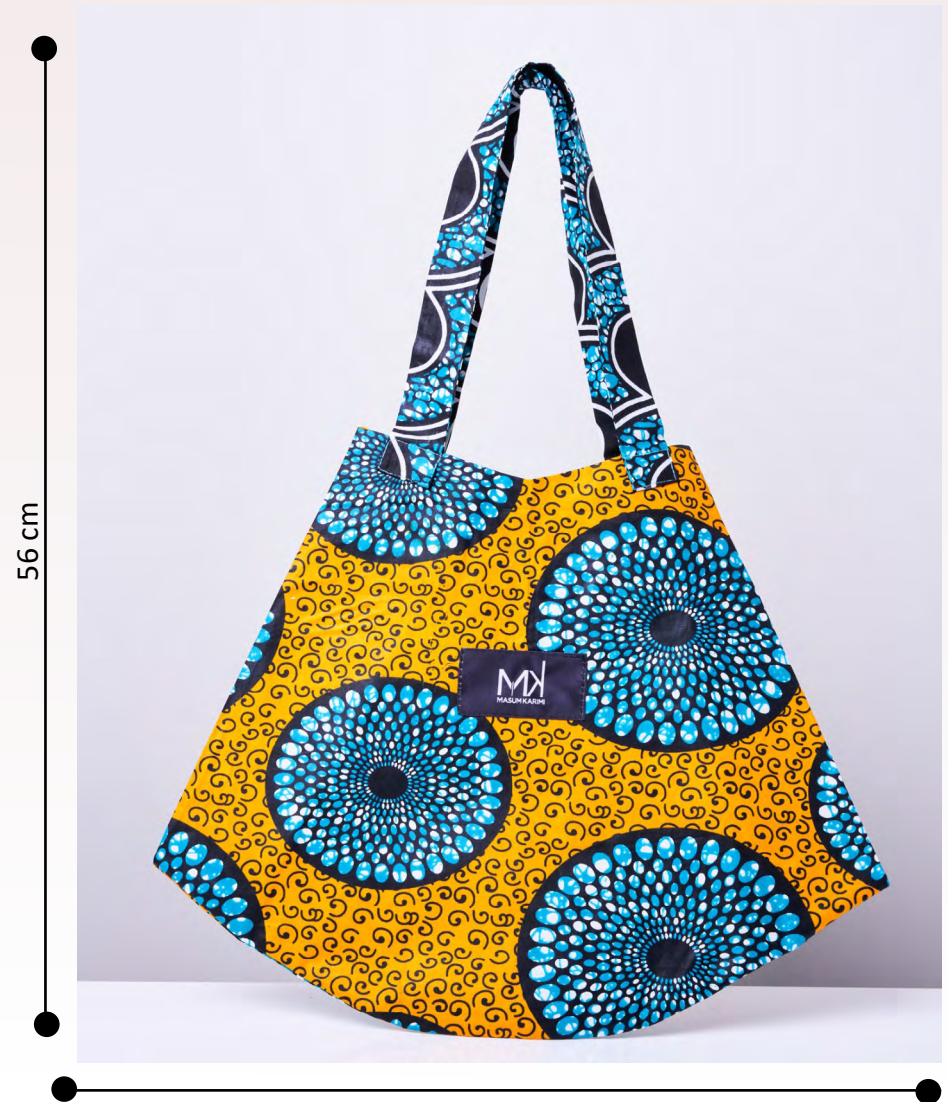
Side folding for increased storage capacity



High neck opening for extra protection



Fully lined inside with two side pockets



48 cm

Volume 30 Ltrs.

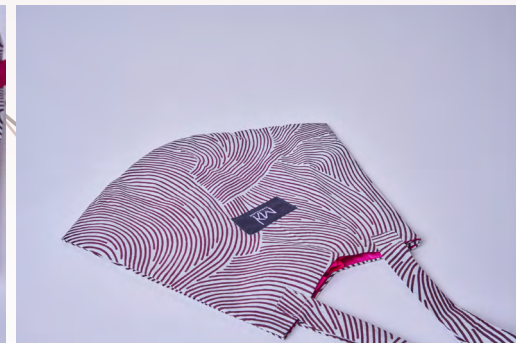
The KITENGE collection - 100% cotton with natural dyes

(African original fabrics sourced in Tanzania - Designed and produced in Madrid)

Why african Kitenge fabric?

1. Hightech quality print
2. Longlasting fabrics
3. Unique prints
4. Supporting African industries

TOT. KIT. ZEBRA

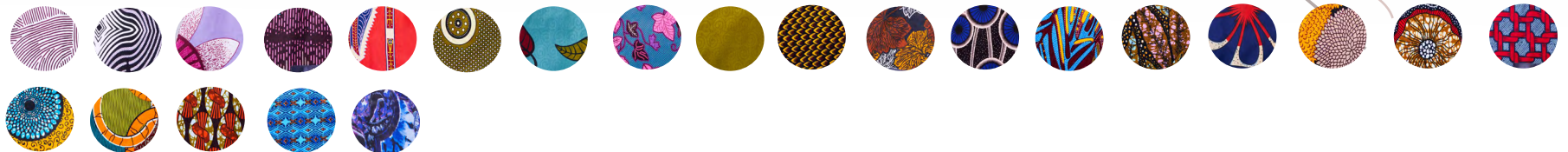


Wholesale price per unit

(1-20 units) 45,00 €- (21-50 units) 35,00€ - (above 51 units) 25,00€

YOU CAN COMBINE MORE THAN ONE PRINT WITH YOUR ORDER

Available prints



The KITENGE collection - 100% cotton with natural dyes

(African original fabrics sourced in Tanzania - Designed and produced in Madrid)



TOT. KIT. PSYCHEDELIC



TOT. KIT. SUNFLOWER



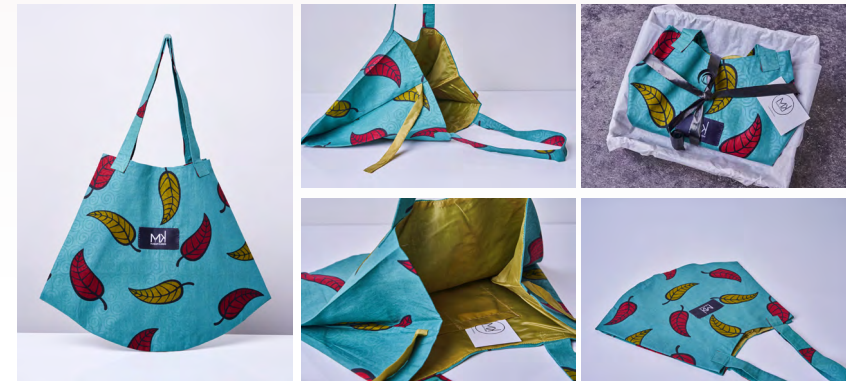
TOT. KIT. COLOUR CODE



TOT. KIT. ETHNIC



TOT. KIT. PASSION FRUIT



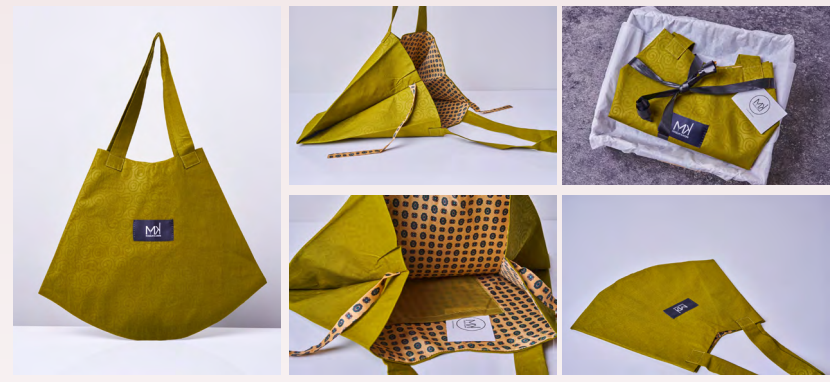
TOT. KIT. BLUE LEAVES

The KITENGE collection - 100% cotton with natural dyes

(African original fabrics sourced in Tanzania - Designed and produced in Madrid)



TOT. KIT. SPRING



TOT. KIT. PISTACHIO



TOT. KIT. COFFEE GRAIN



TOT. KIT. AUTUMN



TOT. KIT. NIGHT FLOWERS



TOT. KIT. CORALS

The KITENGE collection - 100% cotton with natural dyes

(African original fabrics sourced in Tanzania - Designed and produced in Madrid)



TOT. KIT. FALL



TOT. KIT. STAR FLOWER



TOT. KIT. POMPA



TOT. KIT. SUMMER



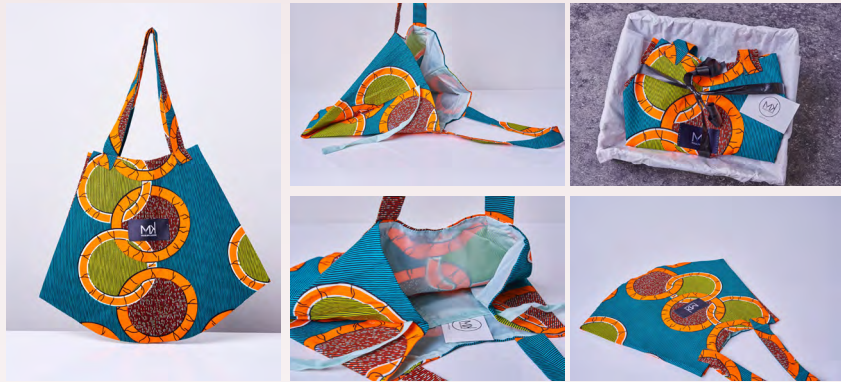
TOT. KIT. CORD



TOT. KIT. IRIS

The KITENGE collection - 100% cotton with natural dyes

(African original fabrics sourced in Tanzania - Designed and produced in Madrid)



TOT. KIT. RINGS



TOT. KIT. KNOTS



TOT. KIT. FISHES



TOT. KIT. ABSTRACT



TOT. KIT. ZEBRA



The Inspiration

Endless webs that bead together to form ingenious, nature-inspired structures that follow the principles of geometry to create unique, light and stylish accessories.

We use nature based flexible filaments to form the nets and we dress the beaded case with quality velvet cotton.

Designing unique accessories combining craftsmanship and technology

The 3D Moon Bead collection - 100% vegan

(Fabrics sourced in Spain- Designed and produced in Madrid)

Printed in flexible filament and handshaped half moon basket bag. It comes with an inside bag and a chain of your choice. To be used together or separately.

3D case available in black and orange.

3D beaded case: Flexible polymer (fermented plant starch from corn, cassava, maize, sugarcane or sugar beet pulp).

Inside bag: Cotton velvet or Neoprene



Wholesale price per unit

(1-20 units) 85,00 €- (21-50 units) 75,00€ - (above 51 units) 65,00€

YOU CAN COMBINE MORE THAN ONE PRINT WITH YOUR ORDER . THE PRICE INCLUDES INSIDE BAG AND CHAIN



3D MOONBEAD BLACK CASE - LIGHT GREEN BAG - GREEN CHAIN



3D MOONBEAD ORANGE CASE - LIGHT GREEN BAG - GREEN CHAIN



3D MOONBEAD BLACK CASE - DARK GREEN BAG - GREEN CHAIN



3D MOONBEAD ORANGE CASE - DARK GREEN BAG - GREEN CHAIN



3D MOONBEAD BLACK CASE - WHITE BAG - WHITE CHAIN



3D MOONBEAD ORANGE CASE - WHITE BAG - WHITE CHAIN



3D MOONBEAD ORANGE CASE - BLUE BAG - BLUE CHAIN



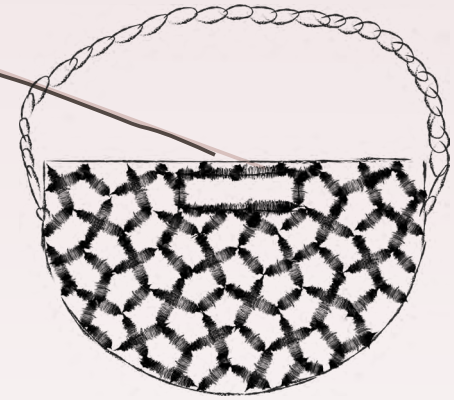
3D MOONBEAD BLACK CASE - BLACK BAG - AMBER CHAIN



3D MOONBEAD BLACK CASE - BROWN BAG - AMBER CHAIN



3D MOONBEAD ORANGE CASE - BROWN BAG - AMBER CHAIN



Embrace your outfit by wearing your exclusive Masum Karimi bag.
 Dimensions: 3D beaded case: 28 cm x 20 cm x 6 cm (3,5 ltrs)
 Inside bag: 28cm x 14 cm x 6 cm (2,5 litres)

100% Vegan

Available chain colours



The 3D Tube Bead collection - 100% vegan

(Fabrics sourced in Spain- Designed and produced in Madrid)

Printed in flexible filament and handshaped in a tube basket bag. It comes with an inside bag and a chain of your choice. To be used together or separately.

3D case available in black and orange.

3D beaded case: Flexible polymer (fermented plant starch from corn, cassava, maize, sugarcane or sugar beet pulp) .

Inside bag: Cotton velvet or Neoprene



Wholesale price per unit

(1-20 units) 85,00 €- (21-50 units) 75,00€ - (above 51 units) 65,00€

YOU CAN COMBINE MORE THAN ONE PRINT WITH YOUR ORDER . THE PRICE INCLUDES INSIDE BAG AND CHAIN



3D TUBE BEAD BLACK CASE - BLACK BAG - AMBER CHAIN



3D TUBE BEAD ORANGE CASE - LIGHT GREEN BAG - GREEN CHAIN



3D TUBE BEAD BLACK CASE - BROWN BAG - AMBER CHAIN



3D TUBE BEAD ORANGE CASE - BROWN BAG - AMBER CHAIN



3D TUBE BEAD BLACK CASE - WHITE BAG - WHITE CHAIN




3D TUBE BEAD ORANGE CASE - WHITE BAG - WHITE CHAIN








3D TUBE BEAD ORANGE CASE - BLUE BAG - BLUE CHAIN





Embrace your outfit by wearing your exclusive Masum Karimi bag.
 Dimensions: 3D beaded case: 20 cm x 21 cm x 8 cm (3.5 ltrs)
 Inside bag: 18cm x 14 cm x 8 cm (2 litres)

 100% Vegan

Available chain colours

-  Black
-  White
-  Blue
-  Green
-  Amber

Available inside bags

-  Black
-  White
-  Blue
-  Green
-  Brown
-  Light green



The 3D BELT collection

(Buckle sourced in Spain - Designed and produced in Madrid)

Wholesale price per unit

(1-20 units) 35,00 €- (21-50 units) 25,00€ - (above 51 units) 15,00€

YOU CAN COMBINE MORE THAN ONE BELT DESIGN WITH YOUR ORDER AND CHOSE THE BUCKLE OF YOUR CHOICE



3D KNOT BELT RED BUCKLE



3D KNOT BELT GOLD BUCKLE



3D DIAMOND BELT SILVER BUCKLE



3D KNOT BELT BRONZE BUCKLE



The Inspiration

Our design name is Caltote, re-phrasing the concept calart into a baguette shape bag. Inspired in the Chinese Heabo pouch will surprise you for its shape, light weight and storage capacity.

This bag is not meant to be placed on the floor. Good bags are always used or properly hanged.

100% Cotton (black colour)- 40% Cotton & 60% Polyester (Green and metallic gold)

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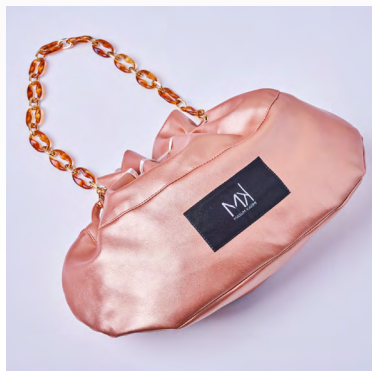
THE
CALTOTE BAG



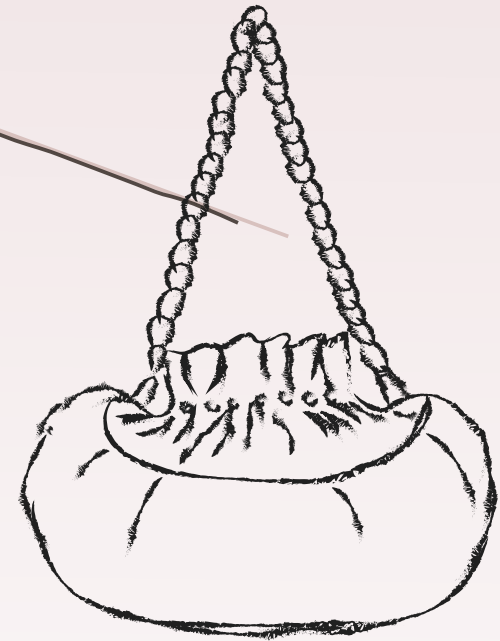
CALTOTE SHOULDERBAG - BLACK



CALTOTE SHOULDERBAG - DARK GREEN








CALTOTE SHOULDERBAG - METALLIC GOLD



Embrace your outfit by wearing your exclusive Masum Karimi bag.
Dimensions: 40 cm x 27 cm x 17 cm (18 ltrs) - chain lenght 60 cm

Available chain colours

-  Black
-  White
-  Blue
-  Green
-  Amber

Wholesale price per unit
(1-20 units) 65,00 €- (21-50 units) 45,00€ - (above 51 units) 35,00€
YOU CAN COMBINE MORE THAN ONE COLOUR WITH YOUR ORDER AND CHOSE THE CHAIN OF YOUR CHOICE



The Inspiration

An elevated shoulder bag. Not round neither square, this shoulder bag has a fancy look and is incredibly spacious and light weighted. It has a covered zipper on top that adds extra safety to your bag and inside belongings.

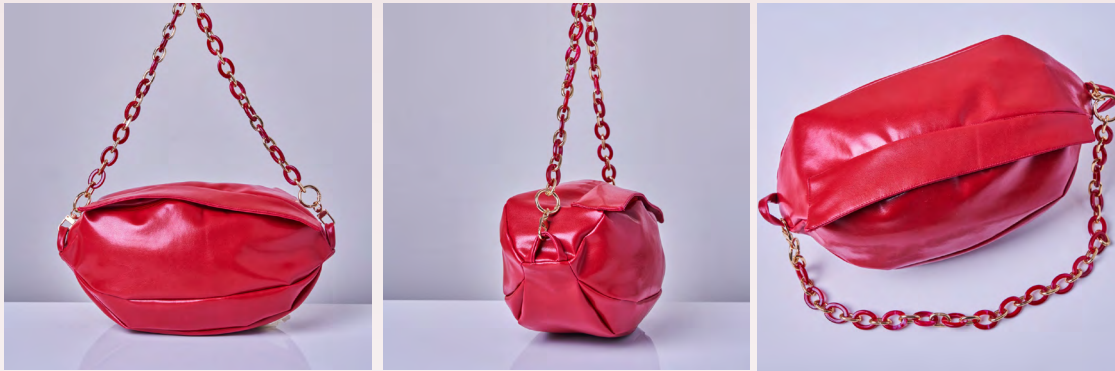
This bag is not meant to be placed on the floor. Good bags are always used or properly hanged.

Exterior material: 40% cotton 60% polyester (Faux/vegan leather) with PVC finishing. Interior material: 100% polyester linen. Wash it inside out max. temp. 20°C. take off the chain before washing

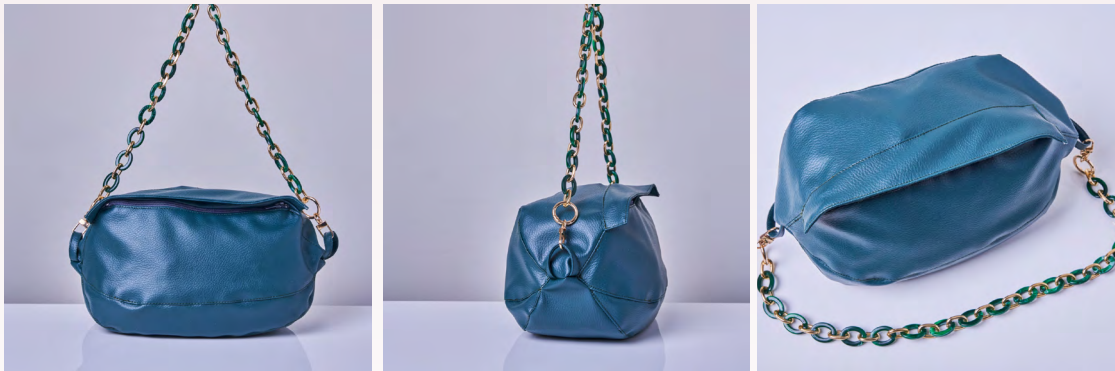
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REGISTERED DESIGN



THE
ASIMBAL BAG



ASIMBAL SHOULDERBAG - BLACK



ASIMBAL SHOULDERBAG - DARK GREEN

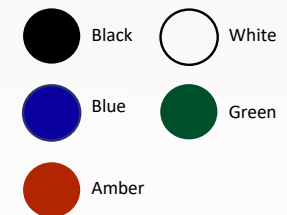


ASIMBAL SHOULDERBAG - METALLIC GOLD



Embrace your outfit by wearing your exclusive Masum Karimi bag.
 Dimensions: 28 cm x 16 cm x 14 cm (6.5 ltrs) - chain length 60 cm

Available chain colours



Wholesale price per unit
 (1-20 units) 55,00 € - (21-50 units) 45,00€ - (above 51 units) 35,00€
 YOU CAN COMBINE MORE THAN ONE PRINT TO ADD UP TO YOUR ORDER . CHOOSE THE CHAIN OF YOUR CHOICE



**Note that all our products are made individually and they may vary slightly between each other. Please embrace imperfections.*

Contact us

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