

PRESS
KIT
— 2023 —



Van
PALMA



Since 2014, it's in Marseille that I invent and draw
the collections all along the year.

Whether we are tall or small, blonde, brunette, readheaded,
whether we live under the sun or under the rain, whether we prefer
enjoy the day or dance all night long, a hat can be *our best ally*.

It is with the desire to dress all the women in the world,
that I started Van Palma, to create *uniques pieces*,
capable of giving the final touch to the looks will become alive
in our dressing. Et c'est avec cette envie, que je continue de la faire
grandir aux côtés de mon équipe chaque jour.

Today, I wish to *say thank you*, if we are here at Van Palma
it is also thanks to you.

You are my inspiration et you never stop marveling me,
pushing me again and ever to create hats who can go with you
in all or your adventures.

Stay with us, the best is yet to come.

*See you soon !
Victoria*



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OUR KEY FIGURES



53 600

Van Palma
members



3 600

Van Palma
addicts



275

Retailers



9

Employees



12 000

Hats made in 2022

THE DESIGNER

*Victoria Sanguinetti, 30 years old, comes from Marseille.
Inspiring and inspired, she never stops imagining her creations
across all her trips around the world !*

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In 2014, graduated from KEDGE business school in her natal city, Victoria has a thirst of entrepreneurship and wants to live from her passion.

It's her love for fashion that gives her the impulsion to start creating clothes for her and her friends, turns out, it was her call all along ! This is how Van Palma was born. Between the walls of a girl's bedroom, full of moodboards filled with California and beaches pictures. Van Palma, is not only a brand, to Victoria it's the name of her mother linked to the Palm Springs' palm trees that Victoria loves so much.

Her mantra ? « The best is yet to come ! »



VAN PALMA HATS

*Van Palma has been created and imagined in France.
Our workshops are located in South of France, in Marseille.*

Inspirations

Van Palma was born in the South of France, in Marseille.
If its name reminds us of the californian palm trees,
its essence smells lavender flowers, yellow mimosa
and Cezanne's and Van Gogh's landscapes.

It is cradled by the Mediterranean sea, that Victoria wanted
to create a solar brand for that all women, wherever they go,
take a ray of sunshine with them.

Mood

Since 2014, Van Palma keeps renewing the accessory market
and more specifically the hats. With a strong desire to innovate
and to bring a new look into fashion, the designer likes to play with colors,
jewellery and embroideries. Our pieces are unique and customizable.
They all tell a story, your own.



TO COME THE BEST IS LEFT
PRIMA MILANO



HAND MADE

Our workshop is *located under the Marseille* sun, where the production team customizes the hats with meticulousness and love. Our tiny hands take care of embroidering, customising, sewing, labeling, packing... all the creations !

It is also there that our ready-to-wear line and all our others creations are made : clothes, face masks, jewels, key ring, etc...

We make everything by hand!

OUR PRODUCTS

Our felt hats came from a 100% French production.
Our straw hats, are imported from Ecuador.

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All our jewels are imagined by the designer and gold plated in a *french factory*. Our materials, like satin and linen, also came from a french factory. We are committed to choosing quality materials, to guarantee a perennial creation.

Every year, our collections mix embroideries and patterns with noble materials like silk, felt, velvet, leather...

Van Palma plays with codes and contrasts ! Clothes are soft and fluid and cuts are vaporous.

They embody a vision of free and assumed femininity, while the embroidered hats add sophistication to the look, firmly establishing the brand's identity.

MADE IN FRANCE



We support the French savoir-faire

All our wool felt hats are made in one of the last
French artisanal hat makers.

Once designed and moulded, we customize and embroider
them meticulously in our workshop in Marseille.

Far away from Fast-Fashion industries, all our hats are unique :
Their irregularities give them an authentic and precious appearance.

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Also, Van Palma has bet on an eco friendly way to deal with stocks :
All the hats are made to order. We manage stocks on a just-in-time basis,
in order to avoid unnecessary extra-stock.

**Wool felt*

We use a 100% Merino sheep wool, which is a high quality
of wool and also very resistant. To make the hat water resistant,
we add a water repellent treatment.



MADE IN ECUADOR



Supporting the women's independence

For its summer collections, Van Palma works hand to hand with a 100% female Ecuadorian association.

Our goal? Making real panamas*, made with love and savoir-faire.

From Ecuador to Marseille

Each hat, woven entirely by hand from Toquilla straw, takes about 40 hours of work. The Van Palma's team, then, takes over in Marseille, in its workshop, and customize the creations with minimalist embroidery and gold-plated jewelry.

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*A real Panama

Panama hats are from Ecuador. They are made of toquilla straw. They can be recognized thanks to the rose window on the top of the crown.









LIVY JR - AUBURN



MILLIE XL - FUCHSIA & APRICOT

OUR COLLECTIONS

*Our designer imagines and designs the new models
that are created in our factory.*

Our hats are then customized in our production workshop,
by the meticulous hands of our dressmakers.

TWO COLLECTIONS PER YEAR

Each year, at Van Palma, we create a Fall-Winter collection, made of wool felt and one
Spring-Summer, made of 100% hand woven toquilla straws hats.

Each collection has its name, identity, colors and universe.

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Each collection had its dedicated name, identity, colors and universe.

Additionally to our seasonal collections, we launched this year a Resort collection,
more colored to help you waiting for the spring after a cold winter...

Also, we offer to all ladies a « Ceremonial » collection. Imagined for all the best mo-
ments of a life, a wedding, a christening or simply for a day dear to your heart.

OUR HATS

Each hat is customizable, thanks to our embroideries.

This allows you to have a unique hat, embroidered with special golden letters

*We will do everything to make this hat a unique object
which looks like you.*



CUSTOM MADE APPOINTMENT

At Van Palma, we know that each hat is unique, like you

This is why we give you the opportunity to come in our Showroom to discuss with us about the perfect hat for you.

It could be in wool felt or in straw, whether you wear it under the South's sun or during a winter's party, we will find with you the hat that will tell the world who you are.

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On our website, you can schedule an appointment in our Marseille showroom and come discover our creation space when you want to !

Our team will be happy to welcome and advise you.





VAN PALMA FACING THE SANITARY CRISIS

In 2020, when the whole world is stopped, Victoria chose to not stay inactive and made what people really needs : face masks.

The sanitary crisis has hitten all the world.
At a time when fashion and daily treats are replaced only by essential needs, Van
Palma chose to rebond.

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In order not to put her team at technical unemployment.
Victoria let her workshop opened to make face masks with her dressmakers.

This face masks have been a real oxygen breath for the business and for the people
who discovered them because at this time there was a shortage of paper face masks.

Van Palma succeeded to bring backthe pleasure of dressing up by offering masks
with a chic design and trendy colors, ready to match all wardrobes.
A way for the company to bring a little sunshine to an accessory that has become
indispensable today.

Our face masks still available on our website.

OUR VAN PALMA GIRLS

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FOLLOW-US ON OUR SOCIAL MEDIAS



Van_palma

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Van Palma Hats



Van Palma



2077
Posts

53,6 k
Followers

1120
Following

VAN PALMA 🇫🇷

Des chapeaux et plus encore !

Made in France ✨ Marseille

→ Broderies et personnalisation

Designer @victoriasanguinetti more

www.vanpalma.com

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sales@vanpalma.com



www.vanpalma.com



SHOWROOM
11 rue de Cassis
13008 Marseille



OUR RETAILERS

find all our retailers on our website :
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