



 ISSARA
ethically handcrafted luxury

“IS-SAH-RAH”

means *freedom* in Thai

WE KNEW THAT MINIMALIST, LUXURY QUALITY LEATHER GOODS SHOULDN'T COST THE EARTH.

In A Nutshell

We design minimalist, luxury quality leather goods that are fairly priced, and benefit the communities making them.

By circumventing large factories, designing in house and cutting out middlemen, we're able to deliver heirloom-quality, personalized pieces at a fraction of the expected price.

What Our Customers Are Saying



"The materials are super nice and the work is first class."
- Fred T, Zalora CEO (Norway)



"I absolutely love my crossbody! I find it super user-friendly with enough space to fit all my daily essentials.
The adjustable and removable strap makes it more versatile than my other bags. I had mine embossed with my initials, which I think is totally cool."
- Toneya C, Model (Australia)



"I have a demanding job that requires lots of travel – planes, taxis, even motorcycling through rushhour traffic.
My Issara messenger has the quality to withstand the bumps of my commute while still looking great when I arrive in the boardroom."
- Ben V, McKinsey Management Consultant (USA)





Our Story

Issara is the brainchild of Rosh, an avid traveler and corporate escapee. Like many, she experienced the near impossibility of finding a minimalist, intelligently designed and long lasting leather bag that didn't cost a fortune.

Years later during a serendipitous foray into a small Javanese leather workshop, her back-of-napkin sketches were brought to life by skilled craftsmen using traditional methods.

Thus began the Issara journey.

Press Features

Forbes

TC
TechCrunch

askmen⁺
BECOME A BETTER MAN

Carryology

**FASHION
JOURNAL**

THE MANUAL
The Essential Guide for Men

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HUNGRY**

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www.issara.co/press

Our Values

Minimalist Design

Each piece is designed in house in our London studio with a focus on clean lines and high functionality. Our products will never be cluttered by garish logos – we let the premium materials and masterful craftsmanship speak for themselves.

Premium Materials

For a product to last a lifetime, you need to begin with premium materials.

The fine, natural leather at the heart of our collection is custom developed by reputed tanneries (the same ones that supply reputed Italian and French luxury fashion houses). Our hides are imported from New Zealand, chosen for their high animal husbandry and welfare standards.

Full grain leather is exquisite to touch and has a character of its own. It ages gracefully and develops a rich patina, hinting at its unique journey.

Our bags are constructed using luxurious twill, hand polished hardware and smooth Japanese zippers. Every factor has been carefully considered to create a product that will improve with age and bring joy to every use.

Superb Craftsmanship

To make our dream a reality we sought out communities with a rich heritage in leather.

Our travels brought us to Central Java and Eastern India where two workshops were selected out of hundreds to make our premium leather goods. Here, we handpicked individuals with intimate knowledge of old-world leather working techniques.

Each Issara creation is hand drafted, cut, sewn and burnished in these small workshops by artisans with decades of experience. Modern, clean silhouettes are combined with traditional knowhow to create effortless luxury.



Our Values

Ethics

Social responsibility is a key part of our business ethos. We believe that happy people make quality products, and that commerce can result in significant positive impact for communities. This isn't just charity – it also makes good business sense.

This is why our artisans are paid well above the minimum wage, receive health insurance (for themselves and their families), are enrolled in an interest yielding savings plan and work sustainable hours.

We invest in their community and are working towards B corporation certification. Our tanneries are compliant with international environmental standards and our packaging is eco-friendly.

We aim to delight consumers the world over with our sleek, utilitarian pieces while increasing the income of our artisans by bringing their craft to the world stage.

The Difference

By circumventing large factories, designing in-house, producing in small quantities and cutting out middlemen, we're able to deliver premium, personalized pieces at a fraction of the expected price.

We choose to do business sustainably and empower local communities in the process.





Pricing

We encourage you to compare our business model to traditional luxury brands with exorbitant markups, mass production and supply chains shrouded in secrecy.

- Our debut collection is priced from \$59 (Business Card Holder) to \$549 (Weekender)
- Pricing for the tech-enabled range is being finalized and will fall between \$59 (trackable Keychain) - \$699 (trackable Structured Tote).

33,426

The number of air miles flown to find, train and partner with artisans



3,000

The capacity of our workshops (bags per month)



25

The number of artisans we empower



23

Workshops trialled before selecting our partner workshops



2

Total number of product returns in over a year of trading



1

Number of months taken for Issara to be profitable







Founder

Having moved every few years as a child, Rosh ended up attending 12 schools in as many years. The travel bug never left.

She is addicted to adventure sports, dislikes cold weather and eats dessert first.

Prior to establishing Issara, Rosh worked in Management Consulting across Australia and Asia, and experienced first hand the frustration of searching for a minimalist, long-lasting and fairly priced leather bag.



Media

-  Images & logos
-  [instagram.com / issarahq](https://www.instagram.com/issarahq)
-  [facebook.com / issarahq](https://www.facebook.com/issarahq)
-  [twitter.com / issaraco](https://twitter.com/issaraco)

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