

THE **LA**  
MAGAZINE

# FASHION

## Paris Couture Fashion Week

Didit H.,  
Serkan C.,  
Julien F.  
and more

## NY Fashion Week:

Vieviemme Tam  
Cesar Galindo

## Interviews:

*Armand Hadida  
Sandra Cadavid  
Lisa Kline  
Benjamin Straub*

**WWD** Magic

March 2013 • Vol. 7





## Sandra Cadavid

**Q: Do you travel back often to Colombia? And did you do so prior to designing the collection?**

In the very beginning I did travel to Colombia often to put together a team that would help me create the business that we have today. I really aspired to obtain true artisans, that were masters of their craft and fortunately we were able to find artisans who worked for Nancy Gonzalez, who as you may or may not know is one of the greatest icons for handbags from Colombia. She has a team of artisans from Narino in Cali, and some of her artisans are the very same artisans who are working with us to create my collection.

**Q: I know the Sandra Cadavid brand has a passion for philanthropic endeavors; can you elaborate on some of the charities, and organizations you've donated to in the past year? What other projects or programs do you have planned for the future?**

In Colombia we work with an organization that helps struggling, single mothers. In addition to our team of twenty, we employ ten mothers who help out on a part time basis. They work with us to clean the leathers, as well as clean some of the tools, they are also learning how to do small tasks such as sewing on zippers and working with our leather machines. It's not only educational for them but it's also to hopefully teach them enough to be able to someday work with us more in-depth, and it's also helping them to feed their families. Another organization we are working with is one that gives back to Colombia and the children who go to school there. Often times the children living in Colombia don't have adequate backpacks or book bags, they wind up carrying their belongings in plastic bags. We are working on creating a durable, long lasting handbag that can be used often and could potentially be passed down from generation to generation.

Sandra: Yes, my entire collection was inspired by Cartagena; the city is very romantic, very old and classic. Everything from the people to the buildings to the city, which is so full of charm and beautiful architecture, it really inspired me to create a collection of handbags that truly captures the essence and beauty that all of Cartagena has to offer.

**Q: You opened the Online Store just this past September 2012 other than the online store, is there anywhere else online that customers/readers can go to view the collection, and purchase the line?**

Sure you can find us on bottica.com, which is a UK aggregator site and they scour the world for some of the best up and coming designers. It's a very small group, there are about 60 designers worldwide. We are also in various boutiques across the country and hopefully in Los Angeles very soon.

**Q: Not even a year old, but I also saw that your brand was featured in October 2012, on The TODAY show. What was that like to have your products mentioned on such a large platform, at such an early stage?**

It's actually a funny story, I attended a handbag-101 event a couple of years ago, and I heard that Jacqui Stafford was going to be there and I snuck back stage—I can't believe I'm telling you this, that's obviously something you are not supposed to do. But anyway, I snuck back stage after she was done and I had a chance to speak with her. I told her I was a huge fan and I mentioned what I was doing and she said, "you know here's my business card and call me when you have your prototypes ready and let's see what I can do." As it turned out, she was able to get us on the TODAY show. It was very exciting.

**Q: When you go to design your handbags, do you sit down with a design team and sketch out ideas, what sort of design process do you go through? How do you go from concept, to production?**

Okay, so I'm very "oldschool" I design everything by myself and I don't use any software—I design by hand. It's a lot harder to be honest with you, and it's not as cost effective—because in all honestly, it's very challenging to get your point across to the person who is producing your handbags without the use of a CAD. So what wound up happening was, we started out with 14 handbag designs in the collec-



## Colombian Made - Sandra Cadavid

### Luxury Handbag Collection

-tion and narrowed it down to four that were made perfectly. It was very difficult; I think I have to strategize to figure out how to keep my method while still moving forward into a more easily produced concept. You know, rather than my process, which tends to be a bit more tedious and time consuming, I still want to retain the tradition of hand sketching my designs so we will see.

-Dana Elizabeth

Photographed by: Cal Bingham



With price points ranging from \$475 to \$625 the handbags are truly affordable, when compared to other high-end Atacama leather handbags. Make sure to visit [www.sandracadavid.com](http://www.sandracadavid.com) for more information.