

CATAVENTO

PRESS KIT



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OUR MISSION

Catavento stands on an equal love of seeking new horizons and returning home.

With a passion for world travel and an intense bond with our native Argentina, we apply our experience of diverse cultures to traditional methods of textile making.

Designs inspired by our journeys are handmade by expert artisans in Argentina.

Each unique Catavento piece is handwoven or knitted by skilled craftspeople.

In this way, we proudly send the culture of our native home back out to the wider world.

OUR ETHOS

Catavento uses responsible methods to create elegant pieces that function beyond fashion.

Expertise goes into handcrafting each product in order that it last a lifetime.

OUR STORY

We started Catavento out of a shared curiosity for the cultures we experienced growing up traveling with our family. Some of these journeys were on a sailboat, which inspired the name

for our brand: Catavento means ‘telltale’, a thread placed on either side of a sail that helps us steer the direction of a boat.

When thinking about a name for our brand, this word brought back fond memories of our childhood while capturing the direction we are taking together in this new journey.

Today life finds us living in Los Angeles and Buenos Aires, working to grow our brand while raising our kids -four combined.





PEOPLE

Virginia Moore, Co-Founder

The path that led to Catavento started early for me, when I learned to knit alongside my Mother and Grandmother in our native Argentina. My first piece was one I am still proud of, although for technical rather than design merits; a very 'eighties' sweater with a neon pink smiley face in the front *and* back.

After earning my BA, I started a corporate career in consumer products marketing with Coca-Cola. While pursuing my MBA at ESADE in Barcelona I met Andy, my husband of now 18 years, and we moved to the US. I later left the corporate world to join my brother Martin as a partner in his company, building a 100-person architectural practice with clients around the world.

After my third child was born, I decided it was time to venture on my own. I had long admired the textile craftsmanship and wool quality Argentina had to offer. I felt there was a growing global audience who valued handcrafted pieces made to last using traditional methods. Starting Catavento allowed Paulina and me to bring these pieces to the hands of an increasingly thoughtful buyer, who is looking for brands with an authentic story to tell.

Paulina Amengual, Co-Founder

I have always loved Interior Design. As a CPA, I found a creative outlet in designing my interior spaces when I moved to a new home, spending hours browsing fabrics and studying patterns and proportions. I worked with small and medium companies throughout my career, which also allowed me to become involved and make design decisions about workspaces.

The idea of starting Catavento first came to Virginia and me when we spent time together in Los Angeles while I attended UCLA there. Back in Buenos Aires, I became a mom to Ernestina and with motherhood came the realization that it was time to 'go for it'. The idea of building a company centered around design, working with local artisans while having greater control over my time sounded just right. It's been an amazing journey so far and I am excited for what is to come as our brand continues to grow.



PEOPLE

Monica

Artisan Weaver

Monica weaves our Pampa throws at her workshop in Buenos Aires, where she moved from a small town with her three sons when they were toddlers. Starting a new life in a big city was not easy and weaving at home allowed her to be around her boys while providing for her family.

Monica's talent and work ethic are an inspiration to us; we feel fortunate to have her on our team.



Julio

Artisan Weaver

Growing up in a family of artisans, Julio has fond memories of playing hide and seek as a child around the looms at his father's workshop in Quilmes, outside of Buenos Aires. The traditional weaving methods passed on through generations are now in the hands of Julio, who oversees a group of expert artisans working with clients around the world.

Rika

Sales | Customer Care

As we continue to grow our brand, Rika is instrumental in helping us manage a larger customer base while ensuring every order meets our quality standards. Behind every detail from brand introduction, onboarding and delivery to our retail partners, Rika wears many hats with grace and ease.



COMPANY FACTS

Established	2019
Headquarters	Manhattan Beach, California
Product Categories	Throws, Pillows, Table Linens, Rugs and Holiday -coming 2021

STOCKISTS

CALIFORNIA

Carmel-by-the-Sea	Beachwood Home
Laguna Beach	Nuance Home
Manhattan Beach	Waterleaf Home
Rancho Palos Verdes	Cailiní Coastal
Santa Barbara	Habitat Home and Garden
Venice	The Piece Collective
Yorba Linda	Gracious Living at Home

UTAH

Park City	Poison Creek Design and Furniture
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GIVING BACK

From the moment we started Catavento we felt we had a social responsibility to give back. We are committed to supporting these non-profit organizations in their tireless efforts to provide access to education and work opportunities to those in need.

Sandpipers Holiday Homes Tour Participant

Established in 1931, Sandpipers is a 100% volunteer organization dedicated to serving the needs of the South Bay community through charitable and philanthropic programs.

www.sandpipers.org

Las Omas Blanket Donor

We partner with Las Omas to give a blanket to a child in need for every blanket we sell. 51% of children under 14 live in poverty in Argentina. Las Omas is a non profit organization working to provide women with access to education and job opportunities.

<https://www.facebook.com/lasomas/>

MBEF Wine Auction Donor

The Manhattan Beach Education Foundation is a community driven fundraising organization, which supplements state funding for programs that inspire learning, enrich teaching, and promote innovation and academic excellence in the public schools of Manhattan Beach.

www.mbef.org

