



The future in tradition

With Pellerossa G, leather is once again in the fashion foreground

Solofra is a small town full of history and tradition known all over the world simply as “the leather town”. It is a place where the art of tanning, that ancient art of creating leather, has been passed on from father to son for generations, keeping

up traditions that go back centuries. This is where Silvia and Anita Scafuro, using the tanning experience of their father Gerardo and their mother Rosa, have decided to start up Pellerossa G, a young, dynamic business, specialising in luxury lea-

ther and leather apparel, managing in just a few years to create exclusive collections bearing that artisan touch and tradition. “With know-how and competence, we follow each step of the production,” Anita states, “Thanks to the age-old skills of our technicians, we continually elaborate innovative solutions which are also technologically avant-garde aiming to satisfy all the tendencies of the modern markets.” What really makes this firm stand out is surely the great passion for the evolution of the products to offer to customers all over the world. Silvia adds, “The real Made in Italy today knows no boundaries. We use sheep and goat skins which would otherwise be a waste product and turn them into a luxury product through a tanning process which respects the ecosystem having a low environmental impact”. Thanks to their way of working together, Silvia and Anita Scafuro keep up traditions through their love of leather in all its uses.



Silvia and Anita Scafuro