



ABOUT THE BRAND



BOA is a young russian luxury brand that unites the best artisans of jewelry, leather business and sewing skill.

The main direction - the production of classic, molded, case handbags - "art-bag". Refinement of design, manual work, the highest quality and exclusivity - the basic principles of the brand. Trademark registered and protected by copyright legislation in Russia, the European Union, Switzerland, the United States, Japan.

The names of all the new collections identifies with the names of the stars in the Serpent Constellation..



**BOA – is something more than just bags.
BOA will change your picture of the Russian luxury.**

SYMBOLICS AND PHILOSOPHY OF THE BRAND BOA



BOA in many languages means “snake”.

The snake is one of the most ancient and therefore the strongest symbols of mankind. In the myths of many peoples the snake is the personification of wisdom, abundance and luxury. In Slavic mythology the snake is an intelligent and fair subterranean queen who rules over gifts of Nature and knows what true wealth is.

Luxury and prosperity.

The snake is a symbol of real luxury. The BOA brand is created for connoisseurs of beauty who have a delicate taste. Our clients are people with prosperity and prefer only true perfection and quality.

Wisdom and justice.

The snake is a symbol of wisdom and justice. Fans of the brand thoughtfully approach the choice and know how to wait in order to get exactly what they want. They are discerning persons and able to act on the basis of common sense. They make their choice in favour of the best, and not of a set of artificially created advantages.

Flexibility and originality.

The snake is flexible and streamlined, can take any shapes, but it remains itself. In the collections of the brand there are bags of various shapes, but in each of them it's hard not to recognize the form style of BOA.



THE TARGET AUDIENCE

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People with high income who want to have the best and rare things. An important criterion in the selection is the quality and exclusivity of the product, not its popularity.

The value of the acquisition is the possession of a rare product of very high quality, emphasizing the status and the exquisite taste of the owner.

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THE ADVANTAGES OF THE BRAND BOA



1.

Manual work and quality of materials

All BOA products are the result of highly skilled manual labor. In each model of bags there are no sharp corners, rigid edges and hems. The production uses the most expensive materials and qualitative ultramodern components.

2.

Form, which has no analogues in the world

The form itself is the identification of the brand. It is designed in such a way that there is no need to look at the logo. At the heart of the design are precise radii with well-defined design accuracy.

3.

Bags are next to impossible to counterfeit

BOA uses the technology of uniform leather tension over given radii. Before as to develop this technology there were attempts to sew according to the sketches of the chief designer BOA on factories in Italy and France. Representatives of two world manufacturers, making bags of the most famous luxury brands, after a long study of the drawings, returned advances and refused the offer for development and production of molded "art-bags." Their verdict is the impossibility of making similar products due to the lack of technology needed, the appropriate staff, long terms of the project implementation and its high cost. Thus, production in Russia is one of the few owners of sewing technology of molded "art-bags".



THE HISTORY OF CREATION OF THE UNIQUE SHAPE

In the beginning, BOA existed as a boutique atelier, creating bespoke bags and accessories from exotic leather. At the same time, designers with technologists continued to develop models, invent new forms searching for something unrepeatable. They spent many years in order to explore tens of thousands of bags of the world accessory industry.

As a result of the analysis, an empty niche was found - the absence of streamlined forms of leather bags on the market for the last 30-40 years.

Further was the difficult development of technology, based on experiments with leathers, plastics, metals, wood, rubbers and other materials, the study of structures and the production of constituent elements of models, as well as experiments with assembly.

The result of several years of painstaking work - unique molded “art-bags”, made by the method of wet seamless leather tension on special wooden pads.



THE PROCESS OF PRODUCTION



Manufacture of the molded bags occurs by a method of wet seamless pulling of the leather on special wooden pads. The leather should be elastic and properly greased. BOA tries to use only natural ingredients in leather processing. To cleanse possible remains of chemical constituents, the leather is soaked in the warm milk of Arab mares from its own breeding stables. It is important that this milk contains a low fat content, since in the process of leather greasing are used fatty acids – cod-liver oil.

After that the leather is stretched on the forming pads. The dried leather takes the form of a future bag and is subjected to the following treatments. A few more operations are also performed with the help of pads. In total, three to seven pads are used to make one bag. The full cycle of making one bag makes from 50 to 200 hours of highly skilled labor of several masters.



THE LEATHER



1.

For the finishing materials, BOA uses only natural ones

Natural leather, furs, expensive fabrics. The main aim is to show the natural beauty of the leather, its types, ways of processing and coloring. Therefore, BOA tries not to use rivets, tie-backs, extra seams and additional elements, distracting attention from the whole cloth of the leather of the front part of the bag.

2.

The leather treatment

Most types of our leathers undergo additional treatments. This is fattening, dairy processing, grinding, peeling, painting, vintage and artistic coloring, aging and other treatments. The final stages, as a rule, are 2-3 treatments for the application of wax-containing creams and water-repellent nanotechnology impregnations, which are already made directly on the finished product.

FITTINGS



1.

Fittings

Almost all the accessories developed by the brand are made of brass and zamac and produced in Italy.

2.

Covering

Galvanic coatings include in itself, more often, hypoallergenic nickel plating, gilding, palladium, rhodium, aged copper and brass. The thickness of the coatings is from 0.05 microns to 5 microns.

3.

Zippers

BOA uses the world's best Italian zippers Raccagni.

THE COLLECTION ALYA



The idea of the collection is characterized by strict body design of streamlined form, developed jointly by designers and aviation technologists. The seamless wet drawing of the frame allows to use the large reptile leather, the pattern of which emphasizes beauty and individuality.

The original, rare form of the bag makes it to be exclusive and easily recognizable. In total, the collection contains 4 models of bags in various materials, sizes and colors.





THE COLLECTION NULLA PAMBU



The idea of the collection as well as in the ALYA collection is characterized by strict body design of a streamlined shape, but slightly more pronounced angular elements and straight lines. Restraint forms complement sophistication and charm.

One model in different leathers, colors and textures.





THE COLLECTION TANG



Transformation of the *ALYA* collection into the *TANG* collection was achieved by the replacement of zippers on the frame structure to which one handle is attached instead of two. The special aristocratism of the collection is added by the perfectly maintained style of exclusive accessories, which also hints at the status of its owner.

In total there are 2 models of bags in various materials, sizes and colors.





THE COLLECTION NAASTHAN RR { IN COLLABORATION WITH ROLLS-ROYCE MOSCOW }



The idea of the collection, as in the previous ones, is to keep the brand recognizable by streamlining corners of the product using the BOA technology and to keep the manual assembly execution. Bags of this travel collection are for the people who prefer to have only the best things.

There are only 3 bags in the collection.





THE COLLECTION AINALHAI



This collection is available for a wider audience being a small casual-format in three sizes. Besides of, as always, hand assembly and bent edges, a unique feature of this bag is transformable handle holders with a removable handle and shoulder strap, allowing you to carry the bag for the handle itself in two versions, and on the strap with and without handle. The bag clearly emphasizes the brand recognition and sophisticated taste of its mistress in any combination of clothes and shoes.

In total, in the collection there are 3 models of bags in various materials, sizes and colors.





PRESS ABOUT US



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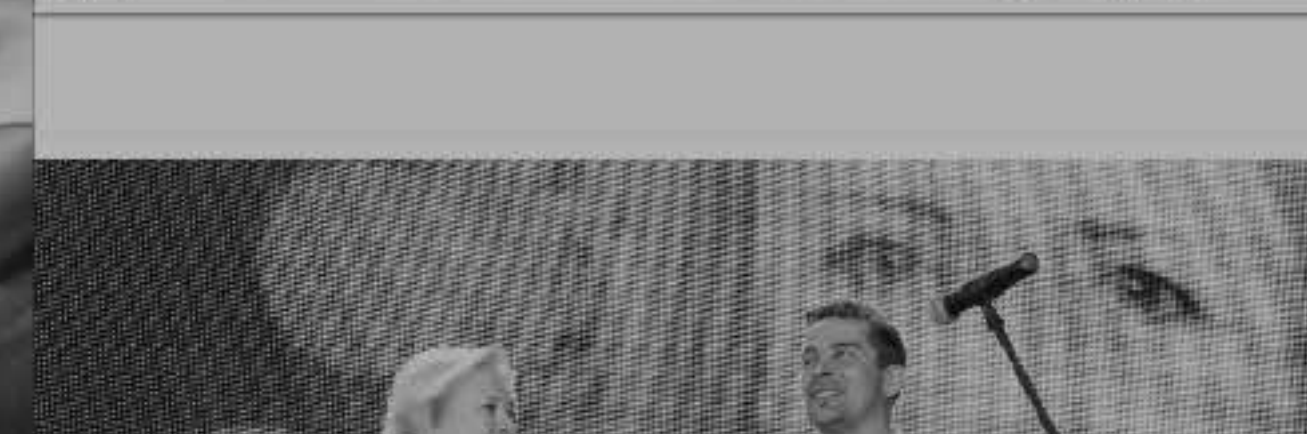
АНДОРРА 365
Живописная альтернатива Монако?

Екатерина Олинцова
САМЫЕ МОДНЫЕ ПЛЯЖНЫЕ КЛУБЫ Монако и Лазурного берега

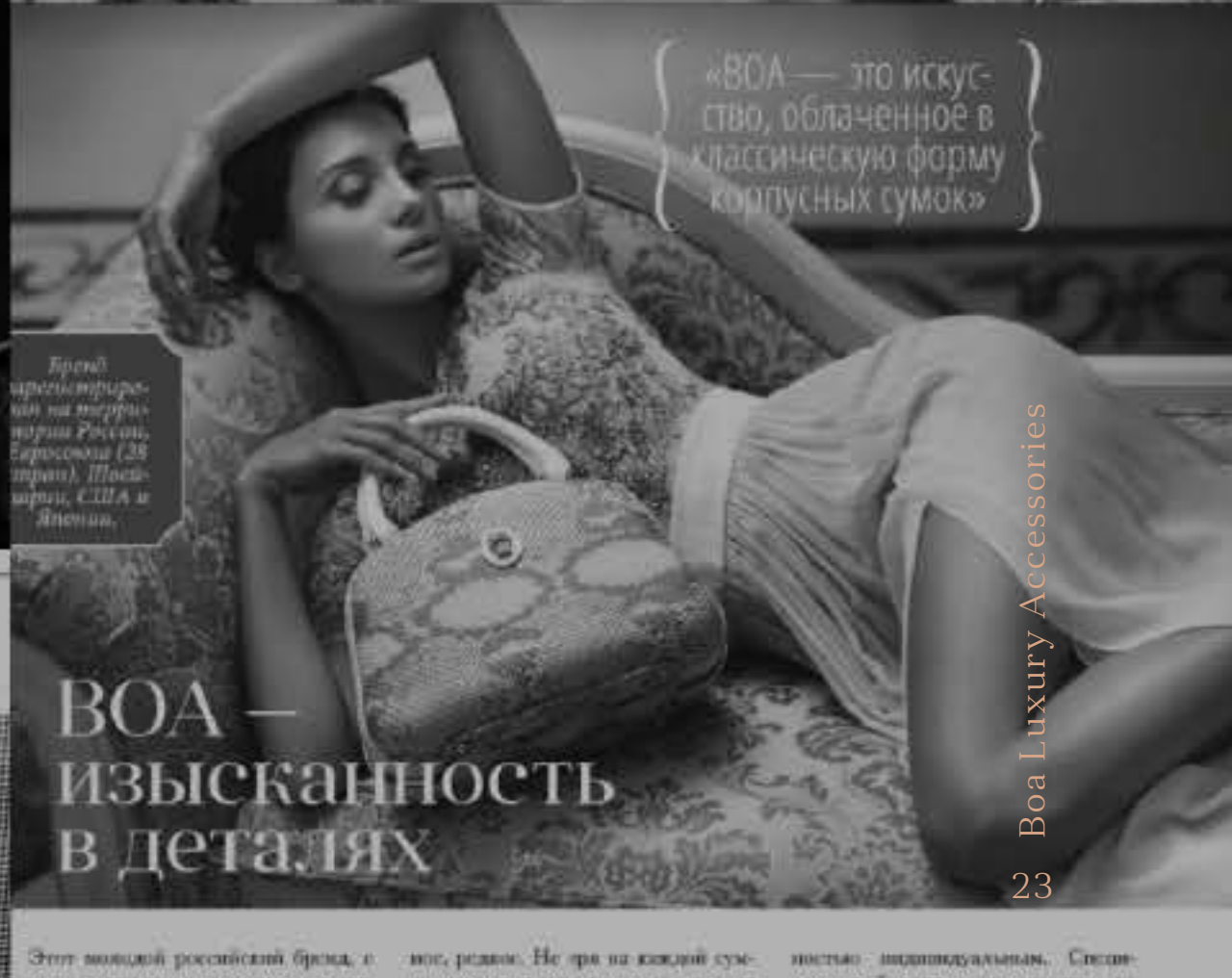


BOA ЭКСКЛЮЗИВНЫЕ «РУЧНЫЕ» СУМКИ

Молодой российский бренд BOA, основанный в 2009 году и зарекомендовавший ин-тернетом в Рос-сии, прославился благодаря своему уникальному процессу производства одного изделия вручную от 50 до 100 часов ручной работы.



Модные тренды 2017
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Панорама искусств МАСОНОВ



BOA — ИЗЫСКАННОСТЬ В ДЕТАЛЯХ

Этот молодой российский бренд, с таким уникальным процессом в производстве, доказал не так давно — в 2009 году, но уже успел занять свое место в сегменте класса люкс. Дорогие кожа, изысканные ткани и деталисты, создавая уникальные вещи, делают их индивидуальными. Специалисты бренда могут создать из представленных в линейке моделей сумку по вашему эскизу — дополнив любую модель, например, индивидуальными инициалами. А также изменить цвет, материал, застежку, ручки, ремешок и многое другое.

Boa Luxury Accessories 23

CORPORATE BOUTIQUE BOA





[e-mail:boa@boahandbags.com](mailto:boa@boahandbags.com)

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