

MYCLAH

MYCLAH IS BORN: E-COMMERCE SPECIALIZED IN ITALIAN REFINED AND ARTISANAL COLLECTIONS

The idea comes from an Italian entrepreneur, Claudia Gatti, whose aim is to give voice to talents and small made in Italy manufacturing companies and offer them greater international visibility by investing in a project to support the beauty of the Italian lifestyle.

MYCLAH presents itself as a container of high-level products, original and often unique, selected for quality, ability to transmit Italian mastery and know-how, without however neglecting the affordability of the proposal. The site develops as a portal to which, beyond the e-shop, it will be added a section dedicated to artisan start-ups and creatives who will tell their stories. An internal editorial staff will talk about travel, fashion, life style, food and beauty #allitaliana. This will be the common thread that will accompany the world of MYCLAH on social media.

Claudia Gatti, creator of MYCLAH project, has a background in the sales in fashion sector and in startups. During the lockdown, in a moment of deep reflection on the upheaval of fashion scenarios, she has finally decided to give life to her dream: to launch an e-commerce specialized in Italian, refined and artisanal brands. Thanks to her work in the fashion field, over the years she has always had the chance to meet extraordinary creatives and production companies.

Supporter of young talents and passionate about the stories that lie behind each product, imbued with quality and tradition but also with innate creativity, Claudia Gatti has seen how much the territory and the roots are fundamental for each of these companies: inside of MYCLAH it will give particular visibility to the relationship between product and land of origin. Furthermore, 90% of the brands featured in this first launch are led by women. A great pride for MYCLAH, whose team is all female: "I found great solidarity from everyone and an exchange of energy that feeds me and strengthens me every day" confirms Claudia Gatti. Among her future projects also the creation of a mini capsule of clothing and accessories branded MYCLAH.

For the first launch campaign, the MYCLAH project is inspired by Italian beauty and everyday life. Scenes of life with an ironic chic flair that recall Italian places of art and vacation. The shots of the adv campaign were taken in a former 15th century convent, now a relais in Gradara, from photographer Vincenzo Traettino (model Claudia Capellini, set designer Mirna Casadei).

Among the brands present on MYCLAH: Chiara Quatrate, Veronica Tordi, Pescepazzo, Roberta Tura, Artigiani di Sicilia, Cristina Tessitura a mano, Giovanna Nicolai, Liceo Modisteria, Open couture, Boutique Luisa, La scarpetta di Venere, Galarubina, Paltò special edition, Francine, Sergio Amaranti...

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