



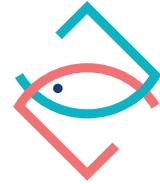
SEVENTYFOUR



Catalogue

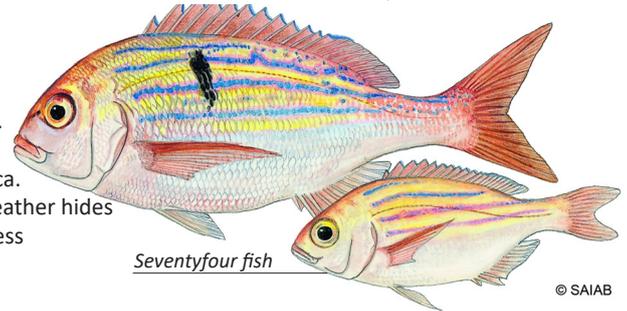


# About SEVENTYFOUR



## The studio

Seventyfour is an artisan leather studio with a design philosophy of simplicity. We are based on the East Coast of South Africa in the coastal town of East London. Every Seventyfour creation is cut by hand and completely hand stitched. Our leather hides are considered among the finest full-grain leathers in South Africa. Our bags will be kept a lifetime, growing more beautiful from the changes of the leather hides as they are handled in use. All at once sturdy and supple, handling alone will impress upon the owner the inherent value of the product.



*Seventyfour fish*

© SAIAB

## Our bags and their names

All of our bags are named after seafood species on the WWF Sassi list for endangered ocean species. We encourage people to make sustainable choices. Click here to download the SASSI pocket guide <http://wwfsassi.co.za/why-choose-green/>

## Meet Adria, the maker

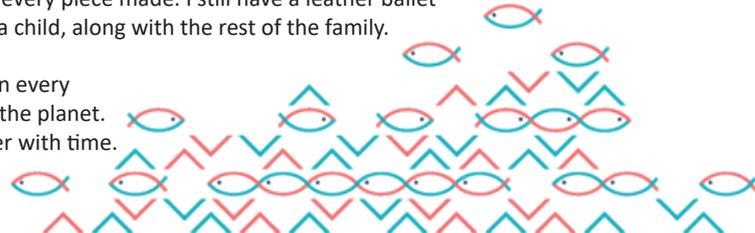
I have been obsessed with the ocean ever since I can remember. Growing up in South Africa, every summer my family would go on excursions to the sea, where we would play in the water all day, picking up treasures from the sea to take back with us. Every time we left the coast it felt like I was leaving a piece of me behind.

Naturally, this obsession has found its way into my craft, deepening the underlying character of the brand, Seventyfour.

In addition, my family heritage in the leather goods industry finds its way in every piece made. I still have a leather ballet pump that my great-grandfather handcrafted for my mother when she was a child, along with the rest of the family.

Today the same care that my great-grandfather used in every stitch is used in every Seventyfour product, we care about the impact we have on each other and the planet. Everything we make, we handcraft to last, leather that changes for the better with time.

Seventyfour, freedom to be...



**Nahoon, East London, South Africa**





# Anchovy

## Standard colours

**Black** (with brown straps & accents)

**Brown** (With black strap & accents)

Custom colours and combinations available on request

## Approximate Size

25cm (w) x 30cm (h) x 1cm (d)

10"(w) x 12"(h) x 0,4"(d)

## Features

Adjustable strap

Outside zip pocket

Lined

*Anchovy (Engraulis encrasicolus) is a small, fast growing species that aggregates in large schools near the surface of the water. The South African and Moroccan stocks of anchovy are all considered to be optimally exploited. In Spain, anchovy stocks are considered to be sustainably fished.*



# Stumpnose

## Standard colours

Brown, Black, Grey, Pistachio

Custom colours and combinations available on request

## Approximate Size

24cm (w) x 18cm (h) x 6cm (d)

9,5" (w) x 7" (h) x 2,5" (d)

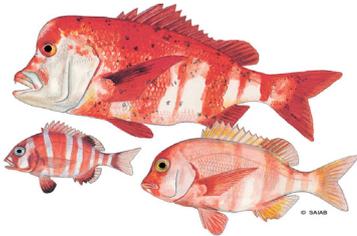
## Features

Adjustable strap

Outside pocket

with press stud

Unlined



Red stumpnose (*Chrysoblephus gibbiceps*) are slow growing, long-living, endemic fish making them susceptible to overfishing. They are considered over fished throughout their range and are listed on IUCN's Red List for Threatened Species as Endangered.

# Stumpnose (Two tone)

## Standard colours

Black (Leopard pattern printed on cowhide)

Leopard print detail on front panel / strap

Custom colours and combinations available on request

## Approximate Size

24cm (w) x 18cm (h) x 6cm (d)

9,5" (w) x 7" (h) x 2,5" (d)

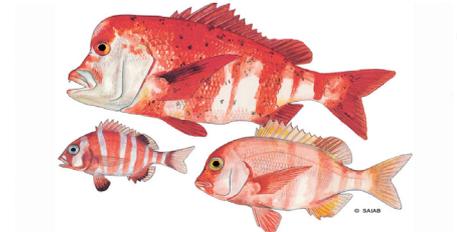
## Features

Adjustable strap

Unlined



Red stumpnose (*Chrysoblephus gibbiceps*) are slow growing, long-living, endemic fish making them susceptible to overfishing. They are considered overfished throughout their range and are listed on IUCN's Red List for Threatened Species as Endangered.



# Elf



Brown, Black, Grey, Pistachio

Custom colours and combinations available on request

### Approximate Size

22cm (w) x 23cm (h) x 5 - 11cm (d)

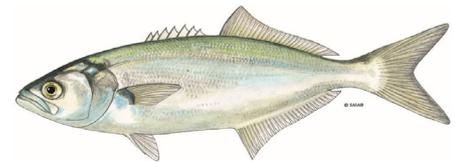
8.5"(w) x 9" (h) x 2 - 4" (d)

### Features

Adjustable strap

Inside drop pocket

Unlined



*Elf or shad, (Pomatomus saltatrix) are relatively fast growing, migratory, schooling fish that are widely distributed around the world in both subtropical and warm-temperate continental waters. They appear fairly resilient to fishing, however, due to their popularity as a gamefish and their high catchability, they have been heavily fished. However there is insufficient data to determine current stock levels.*



# Scotsman

Brown, Black

Custom colours and combinations available on request

## Approximate Size

28cm (w) x 35cm (h) x 11cm (d)

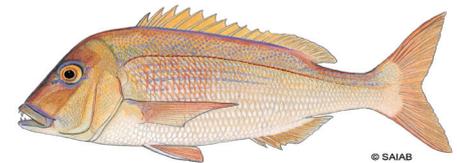
11" (w) x 14" (h) x 4" (d)

## Features

Adjustable straps

Inside zip pocket

Easy reach phone pocket on back



© SAJAB

*Scotsman (Polysteganus praeorbitalis) are endemic, slow growing, late maturing fish able to change sex from female to male. These factors make them highly vulnerable to overfishing. Spawning stocks have been severely depleted to 21% of their unexploited population. They are listed as Vulnerable on IUCN's list for threatened species and stocks are overfished in South Africa.*

# Sole

## Standard colours

Various

Design depends on the natural edge of each skin

## Approximate Size

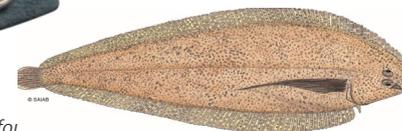
22cm (w) x 18cm (h) x 0,5cm (d)

8,7" (w) x 7" (h) x 0,2" (d)

## Features

Wristlet strap

Unlined



*East Coast sole (Austroglossus pectoralis) are endemic, fast growing, and bottom dwelling species for on sandy or silty bottoms at depths shallower than 120m. East Coast sole are caught between Cape Agulhas and the Great Kei River*

# Bottlenose

Standard colours

Various

Custom colours available on request

Approximate Size

24cm / 9 ½" (h)

Strap length 134 cm / 53"

Features

500ml / 17oz Stainless Steel flask bottle included



*Common Bottlenose dolphin (Tursiops truncatus) are found in tropical oceans & warm waters around the globe. They were once widely hunted for meat and oil (used for lamps and cooking), but today only limited dolphin fishing occurs. However, dolphins are threatened by commercial fishing for other species, like tuna, and can become mortally entangled in nets and other fishing equipment.*

Freedom to be™



Adria van Rooyen

☎ +27 83 463 5222

E [adria@seventyfour.co.za](mailto:adria@seventyfour.co.za)

[www.seventyfour.co.za](http://www.seventyfour.co.za)

Instagram [@seventyfourleather](https://www.instagram.com/seventyfourleather)

Facebook [Seventyfour Leather](https://www.facebook.com/SeventyfourLeather)