



The triumph  
of raw beauty  
at the new  
Malababa  
flagship in  
Serrano 8.



MALABABA

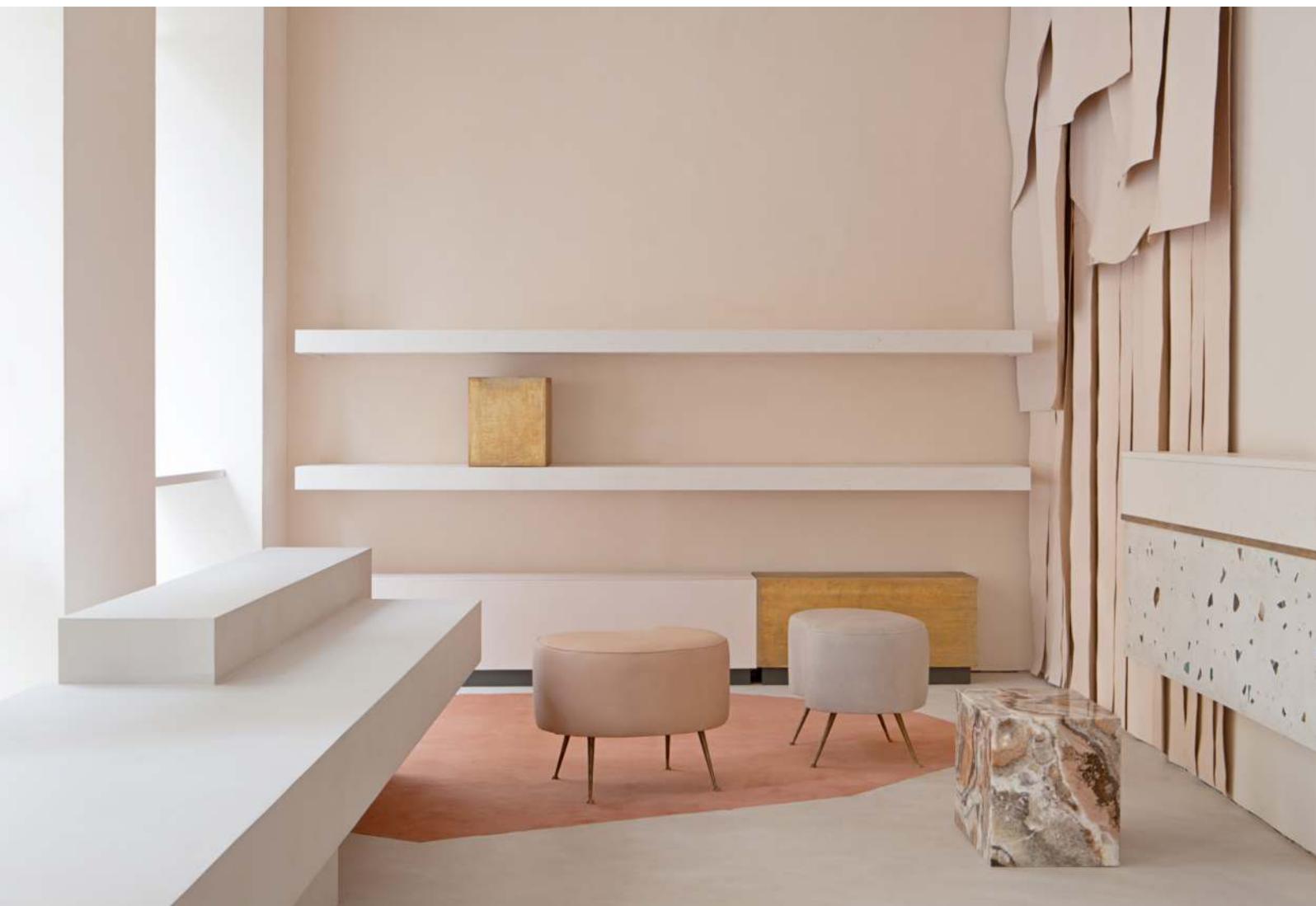
# Malababa: beyond beauty

«What lies deepest is the skin», said Valéry. Skin that is inhabited, skin that is felt; skin that is nourished everyday and whose beauty increases with time. Malababa returns to the origins (the primary, the essential) and uses leather —unique material— to make each accessory a living, enduring object. With color as a starting point, ideas take shape under expert hands; hands that transfer a particular story to the pieces they touch. Respect. Simplicity. Humility. A commitment to a warm and honest luxury, outcome of the work of a devoted team. The result? Kind items, designed for a woman as open to the world as she is true to herself. Beyond design, Malababa conceives products which are full of meaning.

## Experts in skin

Malababa is committed to a way of being and doing; to a way of feeling what you hold in in your hands. At the heart of their Madrid workshop, ideas awaken; ideas that later come to life following an entirely artisanal process. Vegetable tanning, ecological dyes, development of colors, careful techniques, meticulous finishes. With leather as main root, Malababa applies its values to various ramifications, exploring possibilities and learning along the way. Bags, shoes, jewelry, decoration: experienced craftsmen pour their knowledge into each piece, establishing a personal bond with the products. That's the path to creating beautiful and functional accessories, pleasant to all senses; objects to be linked with, fragments of an intimate universe built collection after collection.

Spanish accessories brand Malababa is opening up a new space in Madrid's Serrano 8, where its structure symbolizes and reproduces the firm's identity features: light, texture, colour and shapes. It is in itself a return to their roots, where raw beauty's natural sense gets established as different, authentic and truly attractive. Everything in Serrano 8 Malababa calls for an authenticity which becomes more beautiful within time. And this is precisely one of Malababa's mantras.



An excellent location, formerly home to local brands such as Mariquita Pérez or Fernando Durán, gets now ready to represent a new way of seeing and creating the “Made in Spain” concept. Malababa at Serrano 8 is the result of that powerful synergy happening between art, craftsmanship, design and architecture. Walls, floors and decorative elements have been manufactured manually with local natural materials, and some of them have gone beyond being a Malababa design to become window pieces, counters and display shelves.



Founders of Malababa Ana Carrasco and Jaime Lara, together with design and architecture studios Ciszak Dalmás and Matteo Ferrari, have joined forces day after day to materialise the dream of Malababa at Serrano 8. The result is a space that has been built the same way their products are: with passion, consistency, honesty and sustainability. A retreat that breathes creativity and a total involvement of all team members.



# The walls.

The “imperfect finish” and natural hues of Malababa’s aesthetics strengthen the artisan and sustainable concept. All walls are rendered with a mix of Galician clay, white marble powder from Almería and totally natural, ecological and non-toxic food thickeners. This kind of finish regulates air moisture and temperature and maintains the space free of bacteria and harmful microorganisms, as well as considerable helping save energy throughout the year.





## The furniture.

Malababa at Serrano 8 is born as a space full of soul, with an identity that allows it to adapt to changes and endure through times. The store furniture pieces mobile modules that can be combined and rebuilt as needed. They have been manufactured using limestone from Seville, aged brass and beautiful moss agate. Some of them are lined using the same leather that is used for manufacturing some of the Malababa collections.

# The lattice structure and the mud.

Behind the lattice structure, there is a great team job. The tiles have been placed one by one by all involved members and they have that welcoming warmth of traditional craftsmanship. These bricks have been artisanally manufactured in Toledo with mud from Extremadura quarries, baked in an H2G oven, 100% ecological, using biomass as fuel.





# The ecocement.

The ecocement coating some of the store interiors is sustainable and it is guaranteed by international certificates such as the German Emission Code, which certifies low volatile compound -VOC- emissions in building materials.

# The curtain.

And, this way, as if the brand's designs would have become space, emerges a spectacular leather curtain which covers one of the internal walls. This decorative item has been manufactured by Malababa master craftsman Osvaldo Ruben Thomas, with entire pieces of vegetally tanned cowhide leather, the same that is used in the Métrica accessories collection.





# The agate crystals.

Although not only leather is present in every corner of the store, the agate crystals that make Minihontas and Nanohontas bags come alive are also one of the unifying threads. These stones take modular shapes and get harmoniously embedded into one of the wall units. As if they were back in the place where they came from, it feels like that is where they have always belonged.



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