

**Title – The world of Sailing is enriched by a new iconic brand due to take off soon**

The World of Sailing is enriched with a new brand likely to win the heart of sailing passionate : summer 2017 see the debut of the Sail-O® “Memorable Pieces” collection , the exclusive bracelets collection is designed and crafted to honor the tradition of seamanship, and distill its essence.



Designed by sailing passionates for sea lovers , Sail-O® blends classic lines, sophisticated details and fine materials, giving life to timeless accessories of refined elegance and strong personality, to preserve your everyday special moments and the extraordinary stories to tell.

The distinctive features of Sail-O wristwares are the innovative design of the classical nautical shackle, and the iconic clasp, where the notches reminds of the navigation compass and metaphorically embrace the sea. The Sail-O® logo carved on the clasp adds even greater recognition.

The rounded shape of the shackle is perfectly polished, the metal is handcrafted piece by piece to achieve all the distinctive details and obtain the special finishing. The 4 nuances proposed are classic steel, shiny gold, ancient bronze, and the more sporty version black satin.

The leather cords used, available in various shades, are Italian originals. Nautical ropes are crafted in exclusive textures and shades for Sail-O® by Italian ropes masters.

The Sail-O® wristware collection is available online at [www.Sail-o.com](http://www.Sail-o.com) and soon in selected boutiques in Italy and around the world.

Sail-O® wristware collection is just the first step, Sail-O Memorable Pieces, aiming to become an recognized Italian brand for distinctive nautical accessories and clothing, reinventing tradition with new designs and sophisticated details to preserve everyday special moments and extraordinary stories to tell.

**Contacts**

[info@sail-o.com](mailto:info@sail-o.com)  
[www.sail-o.com](http://www.sail-o.com)

  sailomemorablepieces

Sail-O® S.r.l. Via Tullo Massarani 7, 20139 Milano  
Tel 0039 02 87199 603

