

Casa del Rio[®]
relentlessly american

Our heritage

Long before Casa del Rio Collection was founded there was a family, generations of adventurous women and ambitious men. We are the descendants of farmers, entrepreneurs, artists, and soldiers. Their experiences have guided us and influence each of our products.

Principles we inherited like quality, longevity, and individuality are essential to each part of our collection. Here we offer a closer look at a few beloved family members and the products bearing their names. Each piece is made in America from wild Florida Alligator and some truly fashionable genes.

ELOUISE

Elouise was our grandmother and the inspiration for our premier handbag, the Elouise. Devoted wife and mother of four, Elouise loved a good antique sale and always knew how to host a fabulous party. Strong and opinionated, she took over her late husband's gas company and practiced yoga into her seventies. Elouise was stylish to a fault and many of our current silhouettes are influenced by vintage items from her closet. She taught us that style and class are eternal and that a good handbag can take you anywhere. Our Elouise is a reflection of her timeless sophistication, strength, and undeniable grace.





SHIRLEY

Our grandmother Shirley was the epitome of elegance. She expected the best and believed if something was worth doing, it was to be done right. She could throw quite the jubilee and even in the unpredictable Florida outdoors always managed to conjure perfect 'Shirley Weather.' She was generous, kind, and endlessly devoted to our grandfather, Richard. We have dedicated our most refined silhouette to her in hopes that you will feel as regal with the Shirley as she was in her daily life.



JESS

Our Great-Grandmother, Jessie Elizabeth Lewis, adored the beauty of nature. Born and raised in Jacksonville, she studied Art at Stetson University. She soon married and traversed the state with her husband, Berryman Thomas Longino, Sr. As he turpented the forests of Florida, she documented the elegance of her wooded surroundings in a series of paintings. She was forever on the move, and found inspiration wherever she went. This remarkable woman serves as the muse for our Jess bag. May your journeys be equally filled with natural splendor.





BESSIE

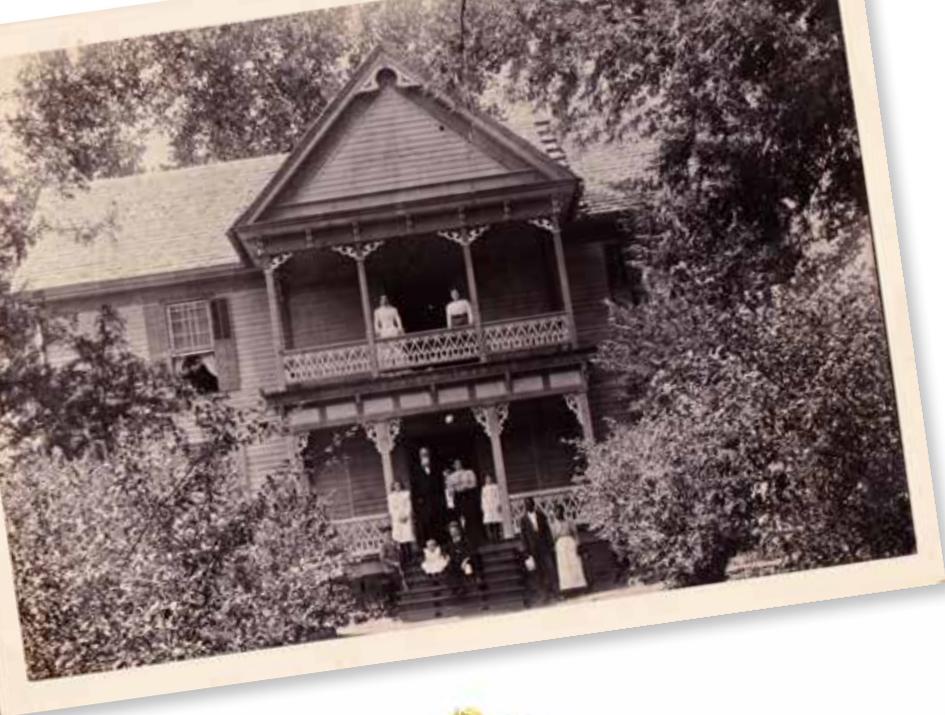
Our great-grandmother Bessie was fearless, strong, and not quite five feet tall. Stubbornly independent for all of her 107 years, she was known for her pencil skirts, pumps, and power walks after dinner. Bessie may have been petite, but she certainly commanded a presence and always made an impact in her favorite color, red. The Bessie, like our feisty ancestor, puts a new spin on the old phrase good things come in small packages.



MAMIE

Our great-grandmother Mamie was a pioneer. Not only was she college educated, a rarity in the early 1900s, but, while her peers were being courted by the finest gentlemen of Rutherfordton, NC, she chose to follow her heart all the way down to Florida. Her suitor, Jack McCoy, had written to her of his endeavors in the wild, uncharted state with pineapples and mosquitos aplenty. She boarded a southbound train with only a trunk and a beaver fur hat to her name and moved to the swamps of Florida where she had the adventure of her life! Our Mamie Tote is for all of your great travels, made from wild Alligator and a pioneer's spirit.





MARY

Our ancestor Mary Lavinia lived in North Carolina during the Civil War. Upon hearing that General Sherman was near she made preparations to secure her house. One of these ingenious safeguards was to cut down her green drapes into small bags, which she then filled with her silver and hung in the trees lining her driveway. Sherman's army approached and walked right under Mary's valuables. While her live stock and crops were pilfered, her house and the hidden silver were not touched. In this vein we have created our own pouches in three sizes: the Grande Mary, the Mid Mary, and Petite Mary with which you can cover your possessions in genuine Florida alligator.



Family values

Our products are designed to transcend seasons and trends. Each piece is made by hand, giving special consideration to the individual scales, marks, and scars of that unique hide. No two accessories are the same, and that's how we like it. We offer each silhouette in a variety of colors, and strive to supply the perfect piece for our clients. Our goal is not simply to create handbags and belts, but rather to provide treasures that will be cherished, for this generation and the next.





ELOUISE CDR001



CYNDI CDR003



SHIRLEY CDR004



OMA CDRSLG001



MD CARD CASE CDRSLG006



JL WALLET CDRSLG007



MAMIE CDR005



JESS CDR006



BESSIE CDR007



ST. LUCIE JL CDRSLG007STL



SR CIGAR CASE CDRSLG008



GRANDE MARY CDRSLG003



MID MARY CDRSLG004



ESTHER CDRSLG008



BT BELT CDRBLT001



SCUTE BUCKLE CDRBKL001



ALLIGATOR BUCKLE CDRBKL002



THIN McCOY CDRJWL001



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