

A woman with dark hair is shown from the chest up, holding a blue mesh shoulder bag. The bag is filled with a large bouquet of pink chrysanthemums. She is looking down at the flowers. The background is a window with a grid pattern, possibly a train or bus window. The lighting is soft and natural.

the

net

Collection 2024

From Ordinary
To Extra
Ordinary



Smateria (smà-té-ria)

To transform a material
and give it a new life.

The transformation began in 2006,
in the bustling Cambodian capital
of Phnom Penh with a simple 'we
can do something with this'.

The 'this' was the seemingly uninspiring
nylon net - a material that's part of daily life,
and the colours, patterns and local
handicraft skills.

What began as a stirring inspiration has shaped into a micro-factory run by a 70 member family-like team

transforming tons of common materials like repurposed nets, recycled plastics and scraps from the fast-fashion factories

into handcrafted slow fashion with great design and good vibes.



When you enter smateria, you will hear the buzz of miscellaneous activities and ideas interspersed with what sounds like children playing.

A bunch of cambodian artisans and managers are busy making, designing, testing and learning from customer feedback from around the world while their children are safe and happy in the playschool upstairs.

**Welcome to
the world
of Smateria.**

Transformation is

Sopha, 12 years with Smateria
Turning basic into
beautiful



Samnang, 6 years with Smateria

Learning and changing
from good to greater

Elisa & Jennifer, Smateria Founders

Moving from fast fashion
into slow fashion

The NET Collection

The humble industrial net is abundant in Cambodia. From fishing nets in the peaceful countryside, to scaffolding nets wrapping construction sites, to mosquito nets, it is everywhere.

We have repurposed this ordinary material to transform it into an extraordinary range of textures and colours.



For All Your Stuff.



CLOUD | B423



Out and about doing the ordinary. Or while seeking the extraordinary. Or just on holiday.

For
Extra
Ordinary
Fun



KEY | B420

Keep your phone safe.





“

*Transformation means evolution,
It's a journey that takes time.*

*It is accepting that you can only go forward
from that moment, and thrive for the better.”*

Alexane

Student of Fashion, Part-time Model

Extraordinarily Handcrafted



for the not-so-ordinary
leader.



CARRY-ON | B424



Safe



Protection



for all the extraordinary views
you will encounter in life.

WINK | P90



Carry
with you

the message of slow fashion
to transform the world.



TEMPO | B425

For small
yet extra
ordinarily
important
things



WANDERLUST | B421



POD | P91



like keys, small change when
you are out and about.



“Transformation is about discovering new aspects of yourself and experimenting.

I've seen myself change through travel, encounters, and stepping out of my comfort zone to try things I didn't know I would enjoy. As to the future, I have learned that the only way to transform yourself is to make a change, and do things out of the ordinary of your day-to-day”.

Beryl
NGO Professional, Part-time Model

An ordinary pouch



that makes it extraordinarily
simple to keep cash, cards and
even small cosmetics.

KEY | P92



For the pens and pencils to doodle



your thoughts into
extraordinary ideas.



ZESTY | P93



Plus it looks great when
you take it out from your
bigger Smateria bag.

We Are Smateria

Smateria mean to transform a material and give it new life. We are women-owned and operated business.

Founded in 2006 by Jennifer Morellato and Elsa Lion, who both share passions for creativity, business, and sustainability.

Our originality lies within the unconventional materials that we use to create bags and accessories from recycled, up cycled, and repurposed sustainable materials.

Together, we create and share joy through a functional yet quirky product selection all mad ethically in Cambodia.



Locally-made

We are a homegrown brand empowering communities in Cambodia.



Sustainable materials

We create high-value, eco-ethical, and meaningful products.



Conscious design

We integrate human-centered design into every from community management to product development.

Creative Strategy: **Sanghamitra Mandal**
Graphic Design: **Vannak Chhen**
Photography: **Lola Xavier**

Models: **Kosal, Samnang, Beryl and Alexane**
Clothes: **Shala**