

Melina
Napoli



Handmade Luxury Outerwear Garments



The truly handmade

www.sartoriamelina.com

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Handmade Luxury Outerwear Garments

Our story, stitch by stitch

The Atelier Sartoria Melina was founded in Sarno, about twenty minutes from Naples, as a small family business specialized in custom-made leather garments, entirely hand-stitched. But its true story began much earlier.

Carmela Montuoro began her journey in the world of tailoring when she was only six, working in ateliers where she gradually developed technical skills and expertise. Thanks to this early training, by the age of fifteen she earned the title of seamstress and created her first tailored suits. The name 'Melina' emerged as a distinctive sign since one of her two mentors was also named Carmela and to avoid confusion, the young Carmela was affectionately nicknamed 'Melina.'

At the age of 21, she became a mother to two children Luigi and Jolanda.

In 2006, she handcrafted a leather jacket entirely by hand, marking a significant milestone in her creative journey.

In 2010, she founded her brand 'Sartoria Melina', an atelier now run with passion by her and her daughter Jolanda, who brings an innovative and international commercial vision to the brand.

Over the years, alongside the artisanal work with leather, we have pursued rare and precious fabrics to offer each client a bespoke high-tailoring experience.

Where it all began



Truly handmade.

What we believe in

The beating heart of the “Sartoria Melina” Atelier lies in its unwavering dedication to handcrafted work. Every garment is born from a completely artisanal and meticulous process, whether made from leather or precious fabrics. All stages of production, from pattern design to the choice of lining and materials, down to the smallest details such as buttons, “travetto” and topstitching are made exclusively by hand.

This unique and inimitable method is captured in the motto that embodies its essence:
'The Truly Handmade.'

In our Atelier, no industrial machinery is used: only traditional tools, age-old gestures, and artisan knowledge passed down through generations. Every step, from cutting to assembly, from the final fitting to finishing touches is carried out with the utmost care. Even the inner parts of the garments, often invisible, are finished with the same attention given to the exterior, because for Melina beauty is not only what you see, but also what you feel while wearing a garment with a soul.



We dress time, we honor the hand.

Mission:

Creating custom outerwear, entirely hand-stitched down to the smallest detail, refined and timeless pieces that embody Italian sartorial excellence, starting from the heart of Naples.

The “Sartoria Melina” Atelier was founded with the aim of preserving and enhancing Neapolitan artisanal tradition, transforming it into unique creations distinguished by quality, style, and elegance. Each garment is the result of a completely artisanal, handmade production process, combining the selection of the finest materials with meticulous attention to finishing touches.

Driven by deep passion and a contemporary vision, 'Sartoria Melina' is committed to offering authentic garments designed for those who see tailoring not just as a hallmark, but as a true form of art.

Mission, Vision & Values





Italian craftsmanship

Vision:

Our vision is to enhance and spread Italian artisanal know-how globally, proudly promoting the philosophy of 'The Truly Handmade.'

We aim to revive and preserve traditional craftsmanship, authentically made as it used to be, in the heart of Italy, the undisputed homeland of sartorial excellence.

Through our commitment, we aspire to offer our clients a unique experience, characterized by uncompromising quality, obsessive attention to detail and a deep focus on personalization. We address to a clientele that does not settle for standardized products but seeks for authenticity, refinement and beauty that transcend time and fleeting trends.

With 'Sartoria Melina,' we intend to affirm that craftsmanship is not just a technique but a cultural value to be preserved and shared with the world, transforming each garment into a wearable work of art that tells a story of passion, tradition, and innovation.

Our vision is to become an international benchmark for those who wish to rediscover and experience the true luxury of Italian handmade, a luxury born from soul and dedication.

Mission, Vision & Values

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Passion and craftsmanship

Key values

- Craftsmanship

We work using strictly manual methods, preserving authentic tailoring techniques that enhance every stage of creation.

- Family Tradition

Our history and know-how are passed down from generation to generation, keeping alive the identity and excellence of Made in Italy.

- Tailoring

Each garment is the result of a bespoke tailoring process, designed to reflect the uniqueness of who wears it.

- Uniqueness

We create exclusive pieces, the product of artisanal craftsmanship that makes every item one of a kind.

- Extreme Quality

We select only the finest materials and apply the highest standards to ensure durability and perfection.

- Attention to Detail

Every tiny detail, from the thread to the button, is meticulously cared, expressing a deep passion for our craft.

- Passion

Dedication and love for our work are the driving forces behind every single creation.



Mission, Vision & Values

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The Heart

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Mother and daughter: four hands, one heart.

We are Carmela and Jolanda and our team is entirely female!

Carmela, known to everyone as Melina, the founder, represents the beating heart and soul of the atelier. Her daughter Jolanda embodies the fresh voice, the vital bridge between the legacy of the past and a forward-looking vision.

With a modern entrepreneurial perspective and strong interpersonal skills, Jolanda plays a key role as the company's commercial manager. Her presence has enabled the atelier to grow, open up to new international markets, and consolidate its identity in the global high-quality fashion scene.

Together, mother and daughter transform the "Sartoria Melina" into a true home, a place where a story is told through inherited gestures, meticulous care and artisanal passion. Every client who steps into their workshop does not simply purchase a garment but experiences a unique, tailor-made journey.

'Sartoria Melina' is also an all-female workshop: a team of women united by the same dedication to the art of tailoring and meticulous attention to every detail. Behind each of their creations lies an ancient gesture, born from tradition but also a contemporary vision and a collective strength that makes every garment a symbol of authenticity and innovation.

A man is shown from the chest up, wearing a brown suede jacket with a dark blue lining. The jacket has a high collar, a zipper, and several buttons. The background is a light, warm-toned wall with some blurred foliage on the left. The text "Our creations" is centered over the jacket in a white serif font.

Our creations

What we make

The art of making one-of-a-kind garments

Each creation in the Atelier is custom-made and entirely handcrafted with artisanal mastery.

Each individual garment is made without waist seams, thanks to an exclusive process that sees the front and back without cuts.

This rare approach avoids the typical waist stitching found in traditional leatherwork, giving the garment a unique value.

The cut of each individual piece is done by hand, ensuring precision and a perfect fit.

The aesthetic is characterized by refined and understated elegance, never excessive, designed to enhance the personality of the wearer.

Every seam and finish is crafted with extreme meticulousness, a testament to the care and passion dedicated to every detail.



Bespoke, truly.

What we make

alori



All garments are bespoke, ensuring each client receives an exclusive piece tailored to their personal measurements and specific preferences.

The production process begins with a carefully selected range of shapes and premium materials but every choice is customized according to the client's wishes, with the option to develop fully bespoke proposals. This sartorial attention guarantees a unique experience and a final product that fully reflects the identity and style of who will wear that garment.



Materials and Craftsmanship



We rigorously select Italian leathers of the highest quality, among the finest available on the market, including baby calf known for its extreme softness, as well as certified exotic leathers.

This represents a gesture of deep care and respect: the larger the leather used, the rarer and more precious the garment will be; consequently, fewer seams provide greater elegance and refinement.

From this process emerges a unique piece, designed to be felt not only on the skin but also in the soul of the wearer.

Leathers that tell stories



Hand-stitched and made 'As it used to be'

Materials and
Craftsmanship

Sartori

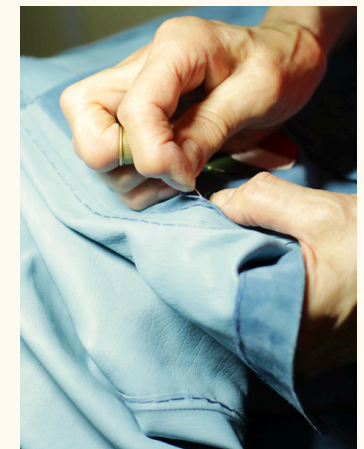
Buttonholes are cut one by one with hammer and chisel, then entirely hand-stitched following ancient traditional techniques.

Hand-stitching, hems and buttons are sewn patiently, stitch by stitch, Never giving in to haste.

Every finish represents a slow gesture of skilled, delicate hands capable of transforming every detail of a "Sartoria Melina" garment into an element of great value and refinement.

Since 2021, "Sartoria Melina" has chosen to no longer produce for third parties, dedicating itself exclusively to creating garments under its own label.

This decision is a clear guarantee of uncompromising artisanal quality and unique authenticity, distinguishing every tailored creation as a one-of-a-kind work of art.



A secret hidden inside every jacket

Materials and
Craftsmanship

alori



A small hidden symbol is sewn into every garment: a little apple made in horn, carefully stitched on the inside.

This distinctive element recalls the name of the atelier and at the same time represents a symbol of protection, tradition, and uniqueness, values deeply rooted in “Sartoria Melina” brand’s identity.

A man with a beard, wearing a brown leather jacket and dark pants, stands in a field of tall, dry grass. He is looking out over a body of water and distant mountains under a hazy sky. The text "Customers and Sales Channels" is overlaid in the center of the image.

Customers and Sales Channels

From our workshop to the world

Clienti e Canali di vendita

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From Sarno to New York, London, Paris.

Our garments travel through exclusive trunk shows and private appointments, bringing Neapolitan tailoring excellence to every corner of the world.





An exclusive experience, not just a purchase

Those who come to the atelier don't just buy a jacket: they experience a ritual. They watch the hands at work, choose the leathers, smell the scent of the workshop and take home a piece of true Italian craftsmanship..

Our exclusive trunk shows::

Intimate moments in selected boutiques around the world (Jakarta, Manila, Amsterdam), where lovers of craftsmanship can feel the leathers, observe the details and choose their made-to-measure garment. It's not just a sale, it's an encounter: we listen the desires, take measurements, select materials. From this process, originate a unique piece, tailored specifically for the client.

Similarly, we organize private appointments, mainly in New York, London and Paris, where we bring our sample collection, showcase every step of the craftsmanship, and personally oversee each phase: from the initial design to delivery.

The heart of everything, however, remains our laboratory in Sarno. For those who want to live a truly authentic experience, we open its doors, we directly accompany customers from Naples and its surroundings, guiding them to the laboratory: here the client can breathe the smell of leather, can see Melina sewing and can really observe and feel patience becoming elegance.



Press and Upcoming Goals

Craftsmanship, captured in words !

Menu

Cerca

la Repubblica

ABBONATI Accedi

Sartoria Melina racconta l'artigianalità delle pelli trasformate in capi unici cuciti a mano



Vision: ogni indumento è un pezzo esclusivo, simbolo di un rigoroso lavoro manuale autentico che oggi riesce a sedurre anche prestigiosi mercati internazionali

10 GIUGNO 2025 ALLE 10:00

Sartoria Melina vede la luce nel 2010 grazie alla determinazione e alla passione di Carmela Montuoro, esperta artigiana che ha coltivato la sua vocazione sartoriale sin dalla tenera età di sei anni. Da bambina, tra aghi e tessuti, Carmela sviluppa una sensibilità unica per i dettagli e una passione innata per l'arte della sartoria. Inizia la sua carriera professionale realizzando abiti femminili, sviluppando un'attenta cura e precisione che diventeranno la sua firma distintiva. Giunta all'età di 40 anni, spinta dalla voglia di rinnovarsi e ampliare il proprio orizzonte creativo, Melina sceglie di frequentare un prestigioso corso accademico di modellistica e sartoria maschile, una decisione che segna un nuovo capitolo nella sua storia e porta alla nascita della sua azienda. Nel suo laboratorio a Sarno, Melina inizia da subito a distinguersi per la qualità delle lavorazioni e per una filosofia produttiva completamente incentrata sull'artigianalità. Ogni capo viene concepito come un'opera d'arte, un pezzo unico che prende vita attraverso le mani sapienti di chi cuce, assembla e rifinisce. Non si tratta solo di realizzare capispalla, ma di raccontare storie, imprimere identità e trasmettere emozioni attraverso la pelle, il tessuto, il filo.

Press

Saloni

Sartoria Melina: l'arte della pelle su misura

La filosofia della Sartoria Melina: The Truly Handmade

La filosofia della Sartoria Melina si basa su quattro pilastri fondamentali: l'attenzione ai dettagli, materiali di altissima qualità, un approccio personalizzato per ogni cliente ed una lavorazione totalmente artigianale, da cui lo slogan "the truly handmade", ossia il vero fatto a mano. Ogni capo realizzato è unico, progettato per adattarsi perfettamente al corpo e al gusto del cliente. La scelta dei materiali è accurata e comprende pellami pregiati come vitellino, coccodrillo, pitone, struzzo, oltre a fodere come cashmere, visone e castorino. Ogni cucitura è eseguita a mano, garantendo un prodotto finale di altissima qualità.

Nel cuore di Sarno, un piccolo comune campano, si trova una sartoria che ha saputo conquistare il mondo con la sua maestria nella lavorazione della pelle. La Sartoria Melina, fondata nel 2010 da Carmela Montuoro e sua figlia Jolanda Caruso, rappresenta un esempio di come la passione e la dedizione possano trasformarsi in un marchio di riferimento nel panorama internazionale del lusso artigianale.

Le origini: una passione che nasce da lontano

La storia di Carmela Montuoro inizia quando, all'età di sei anni, scopre la sua passione per la sartoria. Dopo aver appreso le tecniche di base, a vent'anni inizia a lavorare nella sua città specializzandosi nella realizzazione di tailleur da donna su misura. Nonostante le sfide della vita, tra cui la maternità, Carmela non abbandona mai il suo sogno. Nel 2006, spinta dalla voglia di innovare, inizia a sperimentare la lavorazione della pelle, creando capispalla artigianali su misura interamente

L'evoluzione del marchio

Nel 2010, Carmela e Jolanda decidono di dare vita al marchio Sartoria Melina, con l'obiettivo di offrire capi in pelle su misura ad una clientela internazionale. Partecipano ad eventi esclusivi in Asia e in Europa, consolidando la loro reputazione

tecniche tradizionali, tramandate di generazione in generazione, che garantiscono un prodotto finale di altissima qualità. La cura dei dettagli, la scelta dei materiali e la lavorazione manuale sono elementi distintivi che rendono ogni creazione unica e inimitabile. Sartoria Melina ha ampliato, col tempo, la varietà dei materiali, accostando alla pelle, tessuti lussuosi tra cui lino, cashmere e lana, alcuni dei quali dotati di una specifica membrana interna resistente a pioggia e vento. Con questa decisione l'azienda riesce a rispondere adeguatamente alle diverse esigenze di una clientela di nicchia molto attenta, alla continua ricerca di capi esclusivi e raffinati.



Towards the future, stitch by stitch.

We look to the future with the same dedication and care with which we finish every single garment that leaves our workshop.

We are committed to training new generations of artisans, passing on not only technical skills but, above all, the artisanal spirit that has always defined “Sartoria Melina.”

Every day, we work to maintain the highest quality standards, promoting a concept of authentic, human luxury that embraces the beauty of imperfection and truth.

Our goal is to introduce the Melina signature to an increasingly international audience, opening doors to new markets where our sartorial language can express itself with strength.

While staying true to our roots and the values that have guided us so far, we remain open to innovation and experimentation. Among our ongoing projects, we are developing a still top-secret Capsule Collection, representing a small step toward new creative and commercial horizons.

These small steps are a testament to a reality that, while maintaining its artisanal scale, has a big heart and is ready to grow and share its story with the world.

Upcoming Goals

Obiettivi futuri

Saloni



Our contacts:

Our contacts:



+39 3331796673



Via Traversa Monturiello, 39

Visite al laboratorio solo su appuntamento



info@sartoriamelina.com

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