

A woman is seen from behind, walking down a narrow, cobblestone street in a Tuscan town. She is wearing a long, white, backless dress with a thin gold chain detail at the waist and a large, wide-brimmed straw hat. She is carrying a cylindrical, light-colored bag with a gold chain strap. The street is paved with cobblestones and lined with old stone buildings. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. In the background, other people can be seen walking down the street.

TI

*Cherubina*

TUSCAN DREAM

# "Cherubina"

Riferimento per:

**SETUP E LANCIO PRODOTTO (borsa)**

Studio preliminare / immagine e comunicazione coordinata

**OBIETTIVO:** → **IMMAGINE LUSO COORDINATA online e offline**  
→ **MASSIMIZZAZIONE OCCASIONI E APPEAL DI VENDITA**

Attività coinvolte: brand id / packaging & labeling / design accessori / foto e video / design materiale di presentazione online & offline / web design / editorial story telling (realizzazione foto e video per argomenti da declinare) per creare identità forte e coinvolgente, massimizzare le occasioni di vendita

Attività svolte: Studio e proposte lettering per il logo / realizzazione prototipo cartaceo / foto e video di prova / elaborazioni A.I. / proposte design e stile generale

Attività opzionabili in esecutivo:

- Foto in studio
- Foto e video in location (+-5 temi / location)
- Foto e video lavorazioni
- Postproduzione e montaggi
- Design del sito ed export
- Design struttura mailing
- Declinazione mailing per temi / ricorrenze / offerte (+-10 tot.)
- Elaborazioni e integrazioni in A.I.
- Stesura P.E. annuale
- Esecutivi accessori packaging
- Esecutivi brochure
- Esecutivi labeling
- Compilazione post stabiliti (+- 30 tot) consegna materiale pronto per la pubblicazione

**Timing previsionale:**

**30-90 gg.**

**Acconto confirmatorio: 30%**

**Budget previsionale:**

**€ 6.000 - 15.000**

sneffels 2/2/1900

★ Cherubina

Cherubina

Cherubina

Cherubina

Cherubina



3D VISUALIZE



AUGMENTED REALITY

BUY NOW



T

*Cherubina*

[www.torciano.com/cherubina](http://www.torciano.com/cherubina)

Cherubina, the grandmother of Luciana Giachi, was a true embodiment of Tuscan tradition. Born and raised in the rolling hills of Tuscany in San Gimignano, she was deeply rooted in the values of family, faith, and craftsmanship. Cherubina had a passion for leather bags, which she collected throughout her life. Each bag in her collection was a testament to the rich heritage of Tuscan artisans, who passed down their skills from generation to generation. Her name, Cherubina, held special significance in both her Catholic faith and Italian culture. It symbolized purity, grace, and elegance—values she carried







provini ambientazioni TT Cherubina



IMG\_6031



05753749-5D33-4E1F-B7C7-44C6E27...



IMG\_6003



IMG\_6004



IMG\_6006



IMG\_6007



IMG\_6008



IMG\_6010



IMG\_6015



08717EDF-7A69-4CCB-BFF4-4B0D27...



IMG\_6020



IMG\_6024



IMG\_6025



IMG\_6026



IMG\_6027



provini ambientazioni TT Cherubina



IMG\_6033



IMG\_6034



IMG\_6038



IMG\_6039



IMG\_6040



IMG\_6040



IMG\_6041



IMG\_6042



IMG\_6046



IMG\_6053



IMG\_6058



IMG\_6059



IMG\_6061



IMG\_6062



IMG\_6063

*get for you or gift an unique bag*



Entirely handcrafted in Italy,  
each bag has its own numbered certificate of authenticity  
and warranty

Studio accessori packaging



Exclusive from Torciano winery

GIFT



## Cherubina

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BUY NOW



3D VISUALIZE



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[discover more](#)



4 colors available

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[discover more](#)





presents



# Cherubina

TUSCAN DREAM

### Discover the brand new wine bag

As a tribute to her timeless elegance and the Tuscan artisanal tradition she cherished, Tenuta Torciano has created the "Cherubina" wine bag. This bag is more than just a functional accessory; it's a piece of history, a connection to the past and at the same time a bridge towards the future with its innovative design, a celebration of the beauty that Cherubina embodied. Every stitch, every detail of the bag is a reminder of the craftsmanship that Cherubina loved, now reimagined for the modern woman who appreciates quality, tradition, and elegance.

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#### Details:

- ✓ entirely handcrafted in Tuscany
- ✓ limited numbered series
- ✓ original design
- ✓ prestige finishes
- ✓ wine bottle pick-up everywhere

BUY NOW



#### 3D VISUALIZE

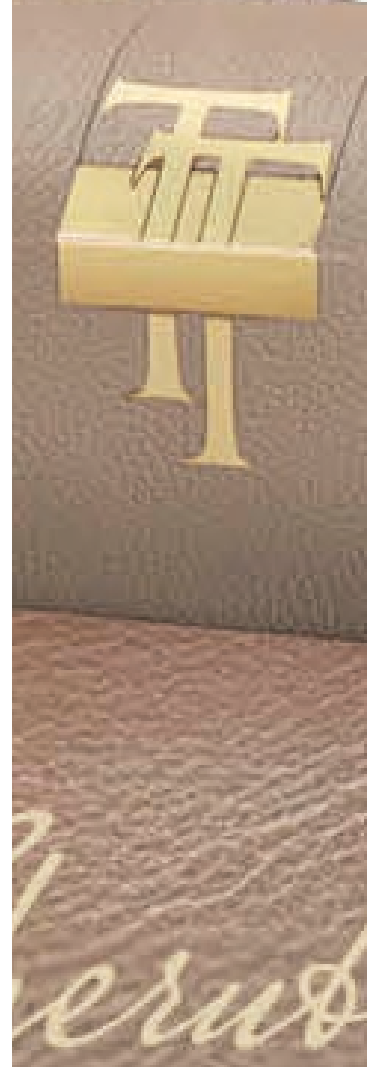
Let's appreciate the style of Cherubina in your own environment

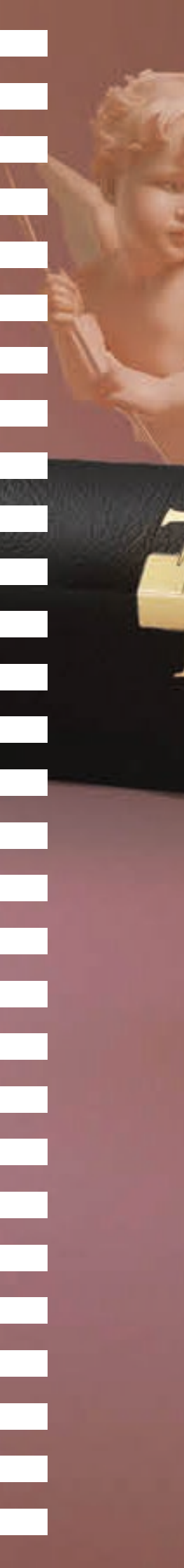


AUGMENTED REALITY



DISCOVER MORE





**Cherubina**  
TUSCAN DREAM

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Appreciate the style of Cherubina in your own environment.

*Celebrate anywhere*

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**PREORDER NOW**

*Wine bag*

Each wine bag is a beautiful Tuscan. Celebrate your moments special in quality large size wine.

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At her Cherubina and her beautiful dresses in wine love! Use it all.

*Colors*

Cherubina is available in the colors:

- ✓ cream natural
- ✓ olive oil
- ✓ natural brown
- ✓ soft black

**PREORDER NOW**

*get for you or gift an unique bag*

Entirely handcrafted in Italy, each bag has its own individual justification of exclusivity and harmony.

by Ferruccio Winery - Italy

**Ferruccio Winery**  
TUSCAN DREAM

100% handmade - shipping fee - contact info - 0576 511111

**Cherubina**  
TUSCAN DREAM

**studio modelli web**

Luciana Giachi, was a true Born and raised in the rolling hills of Tuscany, she was deeply rooted in her craftsmanship. Cherubina had collected throughout her life was a testament to the rich heritage passed down their skills from generation to generation. Cherubina, held special significance to both her faith and Italian culture.



**Cherubina**  
TUSCAN DREAM

Cherubina, the grandmother of Tuscan Chianti, was a true embodiment of Tuscan tradition. Born and raised in the rolling hills of Tuscany in the Chianti region, she spent her years in the heart of family, faith, and craftsmanship. Cherubina had a passion for having bags which she collected throughout her life. Each bag she collected was a testament to the rich heritage of Tuscan winemaking, who passed down their skills from generation to generation. One name Cherubina had carried significance in both her Chianti faith and fashion culture.

Appreciate the style of Cherubina in your own wardrobe.

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**Wine bag**

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by Ferruccio Winery - Italy

**Ferruccio Winery**  
Tuscan Chianti  
SAN GIUSEPPE

**Cherubina**  
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studio modelli web

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Cherubina  
embodiment  
hills of  
the valley  
a passion

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contestualizzazione storica



