

COGMO

BRANDBOOK



Handmade in Georgia

COSMO

COSMO was founded In Georgia by Sophie Mukhulishvili and Tamo Aptsiauri in 2015. Today colorful accessories of COSMO are presented in 7 branches across Georgia. The history of Georgia has given us the inspiration and opportunity to create a successful contemporary collection, some of which in 2019 were nominated among the top 10 designer bags in the Hong Kong apf edition, and the People's Choice in the 2022 Dubai apf edition. Every single product that we create are fully made by hand with love to make people happy and smile.

Our destination:

Creating quality, handmade items available to as many people as possible

The human resources, special attention, time and energy required to make products by hand naturally lead to their scarcity and, accordingly, to a high price. This limited access to quality handicrafts to ordinary, common people for whom fashion is a part of everyday life and who use it not to impress others, but to control their own minds, create moods and convey to others. That's why Cosmo was born - we wanted to bring fashion back to the people and make quality, handmade bags and accessories available to as many people as possible. We create each new item with special care, minimal involvement of machinery and charge it with special positive, human energy. That's why each of our bags and accessories is unique and often different from each other. United by the love of this idea, we have created a business model at the heart of which are happy people with a positive attitude towards life and which allows us to scale without diminishing our humanity.

ANOTHER REASON TO BE HAPPY



ABOUT US

At COSMO, we believe that every detail of our attire can define and even change our behavior. Everything we carry around every day is the uniform of the mind, helping to structure it and frame our approach to the world. We believe that everyday fashion should serve the positive mood of the mind, should be created for positive, ordinary people; that the purpose of fashion is not to impress others, but to first direct one's own mind in the right direction and then to share the mood with others..

we create bags and accessories full of color, special stories and content, which we charge only with positive energies and which help to direct the mind in a positive way and It serves to radiate happiness achieved by positive thinking and to share it with others. We make each item with only smiling faces, by hand, with minimal machinery involvement, and we believe our positive attitude towards work is as contagious as the smile on our faces when we create the next item, to assure you that a positive outlook can turn even the most negative event into a positive experience and emotion which helps us achieve happiness.

We believe that a positive attitude is a mental tool that helps us achieve hap-

piness. We know for sure that even the smallest positive thing can contribute to a person's happiness. We think a lot and work tirelessly to create another bag or accessory for you that will bring another color, positive emotion into your everyday life, even if it contributes very little to fill your mind with positive emotions and In this way, it will become another, even if a small, reason for you or your loved one's happiness. We are always looking for something new, to fill you with positive energy and help you to fill the environment with a charge of happiness, where you appear with our bag or accessory. That's why each of our bags and even the smallest accessory is a symbol of positive thinking and the ability to enjoy a little in life.



DRIVING FORCE

Achieving happiness is the main desire of people, and all other desires serve to fulfill this desire. A happy person is humane, empathetic, smiles more often and radiates happiness, makes the environment where he hangs around happy and creates an amazingly attractive atmosphere of happiness - an environment where you want to be.

Finding happiness in the modern, dark monotony saturated environment is more and more difficult and tiring. Often so exhausting that even the smallest obstacles on this path can discourage us from reaching the state that is so important to us.

We Cosmoians know that happiness is achieved first of all when positive feelings outweigh negative ones. That's why we believe that positive thinking is the best way to achieve happiness.



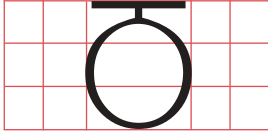
BEHIND BRAND



We know for sure that any detail of our clothing can determine and even change our behavior and mood. We believe that everyday fashion should serve to set the mind in a positive mood and radiate this feeling, postpone it for others, should be created for positive, ordinary people. That's why we create bags and accessories full of color, special stories and content, which we charge with human, only positive energies, and which serve to direct the mind positively, instill positive thinking, and share and postpone the happiness achieved in this way to others. We sincerely believe that our bags and accessories will brighten up your everyday life, become another, even small reason for happiness for you or someone dear to you, and even in a very small way will contribute to filling your mind with positive emotions.

D O N I





Our inspiration came from the Georgian script “MRGLOVANI”, It is an ancient and unique type of Georgian script, Which is among the 14 scripts in the world.

The history of fashion is a history of people. The need for new ideas and inspirations has led COSMO to borrow and even reinvent ideas from those of the past. Many historic garments and works provide an invaluable resource for us. History Of Georgia gave us inspiration and ability to make a successful contemporary collection, which is suited for the modern day. We're proud that some of our collections today can still be related back to Georgian history.



We have created Bag collection inspired by the letters from old Georgian alphabets.

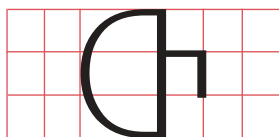
We decided to revive the letter “DONI” from the alphabet and give it a new, modern function. By creating a unique collection from letters, We introduced the bags that is kind of wearable history.

Our main idea is that we believe that to everything old can be given a fresh new life, So “DONI” is one of our bags collection that revives the history that you can proudly carry.



TANI

Inspired by the shapes of the alphabet, We decided to revive the letter “თ”-ⴒ (T) from the alphabet and give it a new, modern function.



Georgian script is one of the oldest and it is among the 14 scripts in the world. On November 30, 2016, the Georgian alphabet was included in the list of intangible cultural heritage of mankind by UNESCO.

“MRGLOVANI” is an ancient and unique type of Georgian script. It is also found in fifth century monuments.

The script is unique because it is built with geometric graphic elements: straight lines, circles, and semicircles. They are always connected with a straight lines. Inspired by the shapes of the alphabet, We decided to revive the letter “თ” (T) from the alphabet and give it a new, modern function.



We believe that to everything old can be given a new life, And what's more do it with making a less harmful impact to the nature.

The uniqueness of the design is confirmed and protected by the Georgian National Intellectual Property Center.





TANI





Chokha is a traditional male dress worn all over the Caucasus region. Through many centuries it has become a symbol of Georgian national identity, but it has lost its daily function and fashion momentum among younger audiences.

CHOKH'CHA

Tradition + Utility

Reinventing the National Icon As a Daily Accessory



Today chokhas are priced high and are only reserved for special occasions - as a folk dance costume or formal attire during weddings, diplomatic meetings, and public gatherings.

With vision to make national identity a relevant part of everyday life for young people again, our design team decided to create the most popular modern accessory with a very Georgian twist.



CHOKH'

With vision to make national identity a relevant part of everyday life for young people again, our design team decided to create the most popular modern accessory with a very Georgian twist.

We used the highest quality leather on the bag. three colors of green are used, and they have different meanings, these three colors are combined with calmness, creativity, purposefulness and optimism.

The most important detail of Georgian traditional Chokha is 'Masra' ("cartridge for firearm propellants"), we have used an alternative to walnut wood details, which are made by hand. (originally designed to carry bullets or gunpowder)

Comfortable waist bag with multiple pockets, Chokh'cha is named after the original.

A woman is shown from the chest down, wearing a white long-sleeved button-down shirt and light-colored trousers. She is wearing a green fanny pack with a row of white buttons and a zipper. The background is a plain, light-colored wall.

CHA

Chokh'chas come in many different colorways and materials, making the waist bag even more appealing and accessible to wider audiences. To make things official, the original design has been granted an official patent from the National Intellectual Property Centre of Georgia.

KING TAMARI *Tote*





SOFIAN





SPRING



The bag is made of natural leather with old Georgian fabric ornaments printed on wooden side panels. The project aims to study the history of Georgian fabric, restore traditions and establish them in modern culture.



WOODLE



Cosmo has been creating bags and accessories with details of old Georgian fabric since 2021

In order to integrate Georgian fabric samples into everyday life and give them a modern look and use.



KING TAMARI

Mini





TSATSA

Vintage style bag “TSATSA” is designed for practical people, which is spacious and comfortable with four separate compartments, made of genuine leather (CRAZY HORSE).





WOODLE

We live in a world where a lot of things are mass-produced,



However, the demand for handmade products is increasing as people are looking for more uniqueness and difference, while handmade products mean more quality and more attention to detail.



Bag “Woodle” is COSMO’s one of the most diverse bags, which has its own unique history. “Woodley” is a natural leather bag with Georgian wood sides, each detail of which is made by hand. For more uniqueness, some models of the woodle are hand-painted with various themes, while some are engraved with unique Georgian ornaments preserved in the National Museum.





WOODLE



ADARA





ADVENTURE





LALA





In everyday life there are details that make us happy and distinguished. The bag “Lala” is designed for Cosmic, practical people, decorated with a unique walnut wood detail.



TITTE





KING TAMARI

History” transformed into accessories is one of the most important features that make Cosmo products more unique. King Tamar was the only female ruler of Georgia in the 12th-13th centuries and was called a king instead of a queen.



We believe that designing local features into a product appears to be more and more important in the global market where products are losing their identity because of the similarity in their function and form



This genuine leather bag “Tamar’s crown” is one of the designs of COSMO that is inspired by history and repeats the shape of Queen Tamar’s crown, Bag also has a traditional Georgian ornament engraved on the wooden side panels.

EXPLO



It feels good to be lost in the right direction





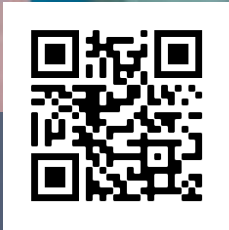
VALUES THAT WE NEVER BETRAY.

- Only positive relationships are acceptable
- We can do much more together than separately
- We are curious
- We believe in the power of a positive attitude
- We only think about building long-term relationships
- We listen carefully to each other





Positive thinking is an approach to life, understanding that negative events and thoughts are an integral part of everyday life and choosing to face them with optimism and gratitude towards the world. That's how it helps us find a positive balance of emotions and achieve the desired happiness.



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