



Ligneah was created in 2012 by the strong desire of a father and daughter.

Marcello Antonelli, a businessman and former executive of textile companies, and Marta Antonelli, fashion designer, specialized in fashion accessories and trend research, decided to replace animal skin with an ancient material which has always been a 'companion of mankind's affairs': wood.



Their love for animals and the proper respect they deserve, coupled with the need to lessen the impact of factory farming and tanning industry on the environment, a push towards innovation and renewal and the innate passion for fashion and design, provided the boost Marcello and Marta needed to create what they call the fourth material in fashion and design: **Ligneah, the soft wood**.









For months Marcello e Marta Antonelli searched for an eco-friendly material, natural, recyclable, durable but soft at the same time that could replace animal skin. They tried numerous approaches to no avail. Observing the python skin they found the solution; the python skin is composed by a scales sequence creating the entire surface. They thought that this sequence of scales could be applied to a rigid material, modifying it into something soft.

Wood was the answer; it contained all the elements they were searching for:

- Eco-friendly
- Natural
- Biodegradable
- Cruelty free
- Glamour looking



MADE IN ITALY



Marta and Marcello told us: "Ligneah stemmed from the desire to create a new material: natural, sustainable and cruelty- free. Wood has given us the answers, and fashion has provided the first area of use. This is how our natural tissue came into being, together with **OOD**, a fashion brand that uses solely our materials to make products that combine an equal love of design, fashion and the environment."

However, fashion is only the first sector to have realised the potential of this new material. The uses are endless, because everything that can be made from a textile can also be made from LIGNEAH ®.

Not only different types of wood, but different processes and textures, make this fabric very versatile and suitable for many fields of use.

Fashion, accessories, clothing, footwear, packaging and giftware, mobile phone and computers covers, as well as home and interior design and automotive industry like coverings (for seats and other components usually covered with textiles).







After laser engraving, a water protection layer has been spread to the surface of the material as it gives the wood strength while remaining flexible. The final result is a water resistant soft wood ready to be used in the production of shoes, bags and other accessories.

Many types of wood can be processed to produce LIGNEAH®

Walnut, birch, ash-tree or panels of different words compounds.

The wood is combined with fabric, and then the surface is scanned photographically before micro-incisions are made with a laser.

Every type of wood is combined with a form of backing, generally made from cotton or natural fabrics.

Depending on its weight and thickness, and on treatments such as resin, this backing will lend the material a greater or lesser degree of flexibility.

In processes that require particular tensile strength, the fabric backing can be applied in a double layer.

This material can be processed in many different ways, multiplying the possible combinations and opening up numerous creative opportunities.









The process that particularly highlights the natural qualities of the wood is water-based silkscreen printing.

Other types of printing can produce some agreeable effects, superimposed on the grain of the wood.

Laser engraving allows us to imprint images or texts on the surface, and can be applied either before or after the protective treatment.

The perforation process can be carried out simultaneously with or after the process of engraving the wood.

Weaving allows one to achieve some highly original effects. This process is carried out entirely by hand.

Inlay work allows you to create various shapes and forms by combining elements with contrasting appearance.

Like the perforation process, the inlay work can also be carried out both before or during the engraving phase.

Micro-incisions made by laser help to increase the pliancy of the wood panel. The closer together the lines of incision, the softer the wood becomes.

Marcello and Marta Antonelli, father and daughter. Marta graduated in Languages and International Communication (Roma Tre) and in Fashion Accessories and Shoe Design (European Institute of Design). Marcello has managed major textile companies.

OOD is the fashion brand that uses solely LIGNEAH®, our natural tissue, to make products that combine an equal love of design, fashion and the environment.

OOD is committed to a beauty that is also good.

Our leather is made of wood: cruelty-free, sustainable, selected and processed in an environmentally responsible way.

We believe that making an **eco-compatible** choise does not mean sacrificing design.

Style depends on the quality of the idea, not on producing it at the expense of animals and the environment.

We are committed to proving that sustainability is not just a word.

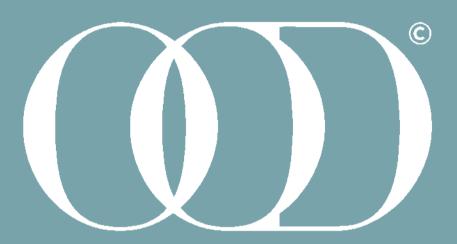
Our wood comes from certified forests, managed ethically and with respect for the local ecosystems. The certification guarantees the traceability and origin of the wood.

We produce 200 bags and 150 pairs of shoes from a single tree, we then plant another tree for every product we sell. By choosing **OOD** you are not only protecting the world, but also helping to make it a better place.

OOD is a partner of Tree-Nation and supports its reforestation projects to combat climate change and deforestation.

OOD chooses its own materials, following the principles outlined by Greenpeace in its guide for selecting wood.

It is amazing how many combinations can be created by working with **OOD**. So do not believe anyone who tells you it is only wood.



MADE IN ITALY





Every time you choose us, you are choosing the future you want for our planet.

Every time you buy one of our accessories, you will receive an OOD Tree-Nation certificate.

The certificate confirms that because of your purchase OOD will plant a new tree.

With a single tree sourced from ethically managed forests, we can produce more than 100,000 bracelets. Moreover, for every bracelet sold, we plant a new tree.

That is why when you choose OOD you are also choosing to contribute to the environment.

We chose Tree Nation because it is an independent international organisation committed to fighting climate change, desertification and poverty by promoting and supporting reforestation projects in different parts of the world.

Our bags collection is inspired by Greek mythology, and by the nymphs who have given their name to the main pieces.

These wonderful woodland creatures have inspired OOD shoppers as well as clutch bags, in a collection that extends to other accessories: wallets, tablet cases, mobile phone covers. Soft, clean lines to enhance the beauty of the material.

The playful art of contrasting textures and fabric, with colours that adds lightness and humour to our perforated bags.



"...For me, seeing a project come to life is an indescribable feeling...
because it contains the whole meaning of Ligneah, the substance
that is transformed in time through creativity,
commitment and passion.

...When a job is created with passion, anything that is created and takes shape assumes a unique magic of its own."

Marta Antonelli

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