



L I Z A C A S T R O

LUXURY WITH ROOTS IN PARADISE



HANDBAGS, SILK SCARVES AND GOLDEN SOUTH SEA PEARLS

FROM THE PHILIPPINES TO DENMARK AND BACK

LIZA CASTRO designs and produces handbags and silk scarves and distributes the very special, golden South Sea pearls. What is characteristic of LIZA CASTRO's production is that no synthetic materials are used. All products are made of natural, high quality materials.

The designer Liza Castro Christiansen was born and raised in the Philippines. After finishing her Bachelor's degree in 1981, a young Liza travelled to Europe and America to continue learning. She received a special "going away" present from her sister that would prove to be the seed of a strong budding business idea. The present was a special Filipino bag made of handwoven buntal fibre (a straw material), dyed in a natural colour and varnished. A bag that has since been passed on to Liza's daughter and used extensively during her daughter's teens. The bag is still in use today and is almost untouched by time. Liza, who has been living with her family in Denmark since 1986, has an international background and has worked in Norway,

Spain and the United States. She has an MBA and a DBA (Doctor of Business Administration) from Henley Business School in England and has worked as a Sales and Marketing Manager in the hotel, IT and education sectors in Denmark. Today, Liza is a Senior Lecturer of Interna-

a guest lecturer at the ISC Paris Business School in France, the Remnin University of China in Beijing and the Chestnut Hill College in Philadelphia, USA.

Alongside her academic career, Liza developed a passion for fashion and design, and over the years, she experienced a growing desire to gather her own design ideas and develop her creative abilities, to combine Scandinavian design with Filipino creativity and proud handicraft traditions.

In 2010, Liza visited the Philippines for her Bachelor's reunion. During this trip, she saw the beautiful South Sea golden pearls, the Philippines' national gemstone. The South Sea pearls inspired Liza to start her business, and in 2011 the company LIZA CASTRO was established. The dream is now a reality. The journey is complete: From the Philippines to Denmark and back.



tional Sales and Marketing at the Business Academy Aarhus, University of Applied Sciences in Denmark and teaches Human Resource Management at the Copenhagen Business School. Liza is also affiliated with the Henley Business School in England as "Visiting Academic Fellow" and has been

LIZA CASTRO CHRISTIANSEN

Liza designs and manufactures bags and jewellery collections in cooperation with a number of designers. Inspiration comes from all over the world and from Liza's international background.

Besides running her company, LIZA CASTRO, Liza, who has an MBA and a DBA (Doctor of Business Administration), is a Visiting Academic Fellow at Henley Business School in England and a lecturer at the Copenhagen Business School.



**THE NATURAL FEATURE OF
LIZA CASTRO'S DESIGN**

The golden South Sea pearl is the inspiration for all of LIZA CASTRO's collections. The beautiful gift from the sea is a distinctive feature of the LC name.

The special "O" is a symbol of design, quality and natural beauty.



LOCAL PRODUCTION GLOBAL AMBITION

LIZA CASTRO's collections of bags are designed in Denmark, produced in the Philippines and targeted towards the global fashion-conscious and discerning woman, who puts emphasis on unique design and high quality - at a fair price.

Made in the Philippines! Nothing else would make sense to designer and owner Liza Castro. Born and raised in the Philippines, she understands the creativity, pride and high quality that characterise Filipino craftsmanship. She sees it as an

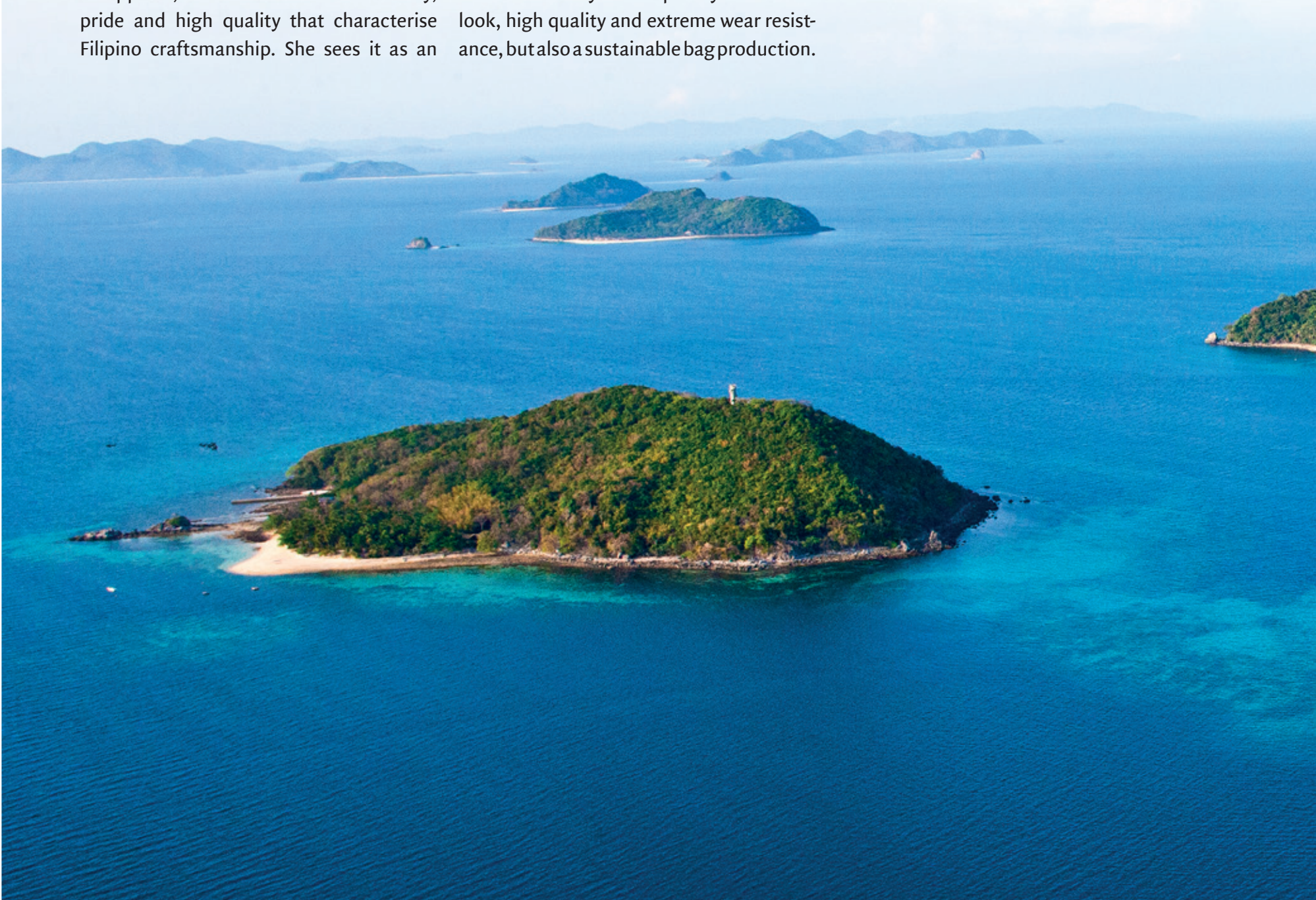
important task to open the eyes of the rest of the world to the exceptional skills, products and opportunities offered there.

All bags are handmade by proud Filipino craftsmen. Most of the bags are made of hand-woven buntal fibre and shaped by skilled employees, who master a craft that has been perfected through generations. Dyeing with natural colours and varnishing ensure not only a completely distinctive look, high quality and extreme wear resistance, but also a sustainable bag production.

PROUD HANDICRAFT TRADITIONS

Beauty lies in the detail. Mother of pearl, genuine sea snakeskin, soft leather and lining from the softest fabrics are just some of the materials that help create the exclusive LIZA CASTRO look.

It is worth noting that all materials are natural materials from the Philippines. No synthetic materials are used in the bag collections from LIZA CASTRO.

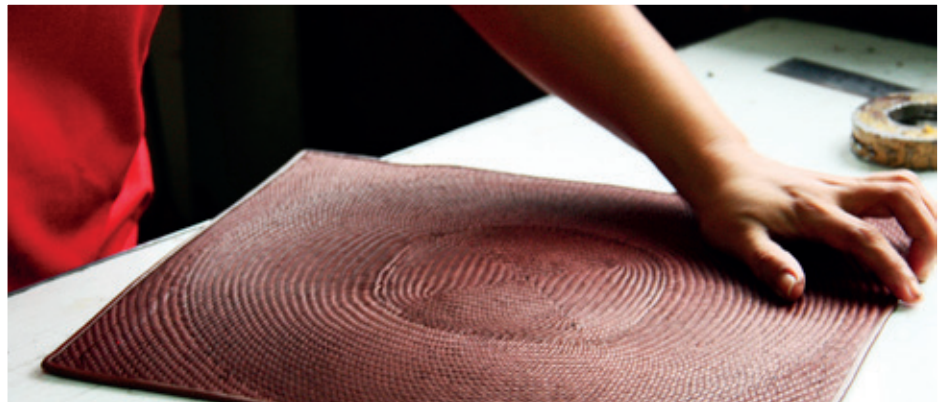


UNIQUE MATERIALS, UNIQUE DESIGN

LIZA CASTRO's bags are made of hand-woven buntal fibre from the tropical Buri palm tree. Buntal fibre strands are drawn out of the leaf stalks from the Buri palm and hand-woven into a strong consistent pattern.

The hand-woven materials are dyed with natural colours. Then shaped and varnished by hand. The LIZA CASTRO logo is sewn into the lining of the bags. Discreet and elegant.

From the combination of natural materials such as genuine sea snakeskin, mother of pearl and soft leather arises the unique design that characterises LIZA CASTRO's bag collections.



MADE IN THE PHILIPPINES
FOR THE WOMEN OF THE WORLD



South Sea Pearls

THE GOLDEN GIFT FROM THE SEA

The PHILIPPINES is known as the Pearl of the Orient Seas. The pearl is known as the jewel of the sea. The golden South Sea pearl is the Philippines' national gemstone. This has inspired LIZA CASTRO to develop a classic collection of golden South Sea pearl jewellery consisting of necklaces, pendants, earrings and rings.

The golden South Sea pearl is the inspiration for all of LIZA CASTRO's collections. The beautiful golden gift from the sea is a distinctive feature of the LC name. The special "O" is LIZA CASTRO's signature and a

characteristic element in all collections. A symbol of design, quality and natural beauty, the "O" is easily recognisable wherever wearers of LIZA CASTRO products go.

PRODUCTION PERIOD OF 5 YEARS

The South Sea pearls of LIZA CASTRO's pearl jewellery come from a special saltwater pearl farm in the Philippines that also supplies pearls to the major fashion houses and jewellers in the world. The saltwater pearl farm is particularly known for their golden pearls, which they breed using a special method. Everything from

the production of oysters, the selection of plankton types for their diet, to the cultivation of pearls, plays a role in the development of the special golden colour that characterises the valuable South Sea pearls. It takes up to five years to cultivate one pearl. Along the way, all oysters go through over 300 different processes including divers turning the oysters underwater every day, rinsing them thoroughly and generally nurturing them with "tender loving care" and know-how. Less than 2% of the pearls will turn out perfect. No wonder they are so valuable.



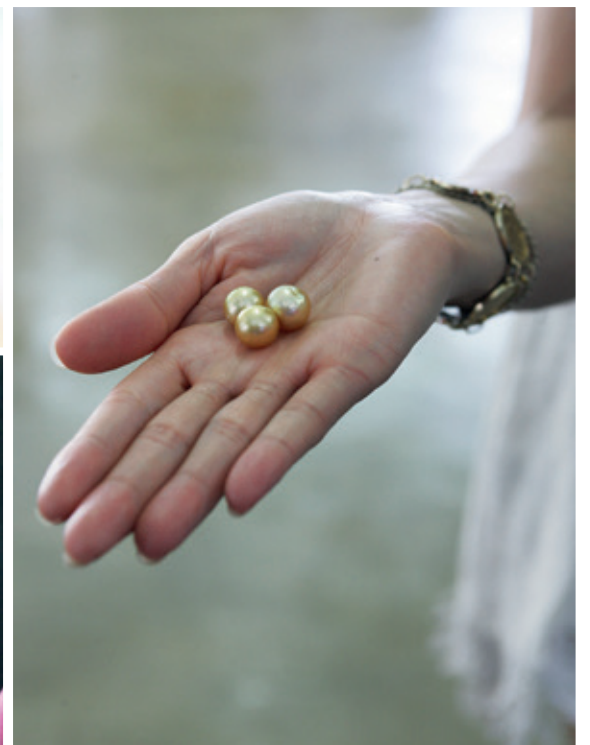
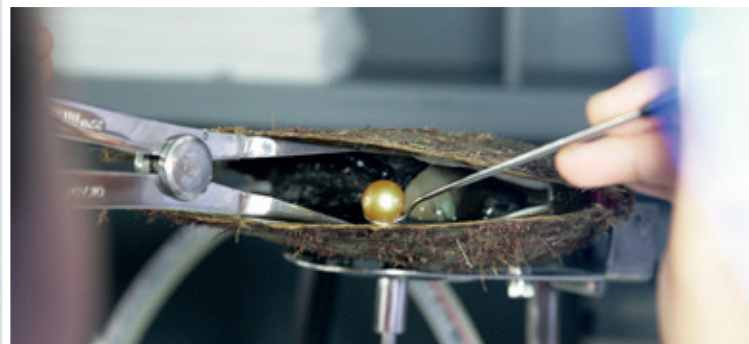
SOUTH SEA PEARLS

The golden South Sea pearl is the Philippines' national gemstone. From the breeding of new oysters, grafting and until the pearls can be harvested, almost five years will have passed. It is often the same person who grafts the oysters and harvests the pearl. This process establishes a close connection between humans and oysters, a fact that makes pearl farmers treat their oysters, as if they were their own children. It requires extensive knowledge and know-how to cultivate the beautiful golden pearls. An expertise that has developed for decades at the saltwater pearl farm on a Philippine island, a good hour's flight from Manila.

A PEARL IS BORN

It takes two to three years before an oyster is ready to be seeded with a nucleus, a process called grafting. Two years after grafting, a pearl can be harvested.

The value of the beautiful golden South Sea pearls is determined by their lustre, surface uniformity, size and shape. Less than 2% of the pearls will turn out perfect.





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MODERN ELEGANCE

LIZA CASTRO designs and produces handbags and silk scarves and distributes the very special, golden South Sea pearls. All the materials used in the production are natural materials.

