

PROJECT

April, 2026

Project Summary

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A summary about a creative project for the
international competition The Real Leather.

"ELO."

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TABLE OF CONTENTS

Things you might see in this summary.

**INTRODUCING
VIDEO**

MOODBOARD

CONCEPT

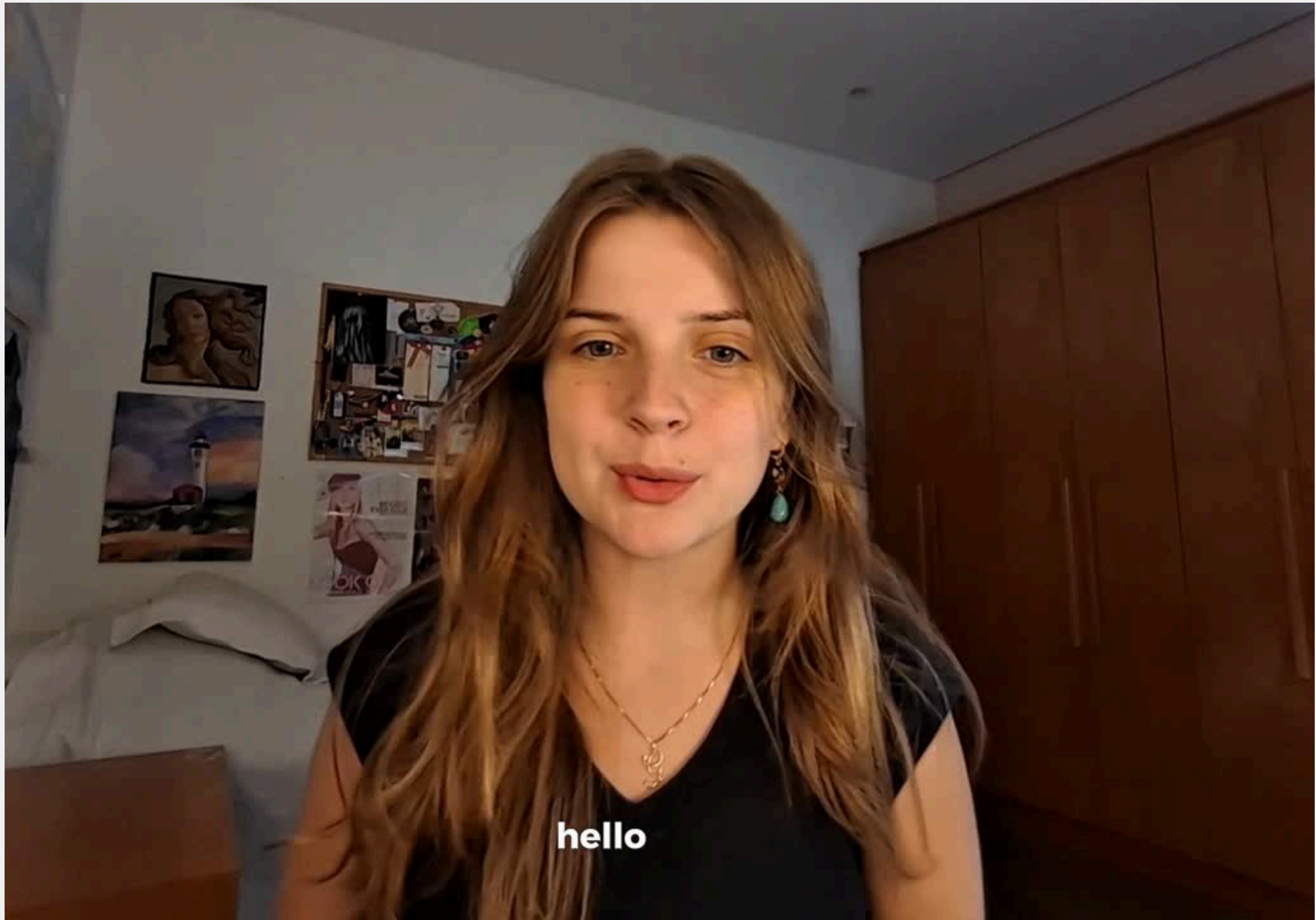
**NORTHEASTERN
INFLUENCE**

**SOUTHERN
INFLUENCE**

**WHY A BELT
POUCH?**

**CROQUIS, CREATIVE
PROCESSES**

Project Elo



INTRODUCING VIDEO



MOOD-BOARD



CONCEPT

Leather is one of the most ancient and widely used materials in fashion history. Its durability, versatility, and cultural value have allowed it to remain relevant across centuries.

In Brazil, leather is deeply embedded in cultural expression, appearing in different forms across regions.

This piece explores leather as a unifying element — connecting Brazilian identities from the Northeast to the South, translating tradition into a contemporary design.

My piece is called Elo, because in Portuguese it means bond, union, connection. That's exactly what this piece means, a connection between cultures, contexts and eras.

NOTE: No kind Artificial intelligence help was used on the searching and creative process of this project.



In Northeastern Brazil, leather played a fundamental role in the lives of cangaceiros, who relied on it for protection against the harsh climate and terrain.

Beyond functionality, leather became a strong visual symbol, marked by distinctive shapes, cuts, and decorative elements. This piece highlights traditional cangaceiro-inspired patterns, bringing attention to their bold, iconic aesthetic.

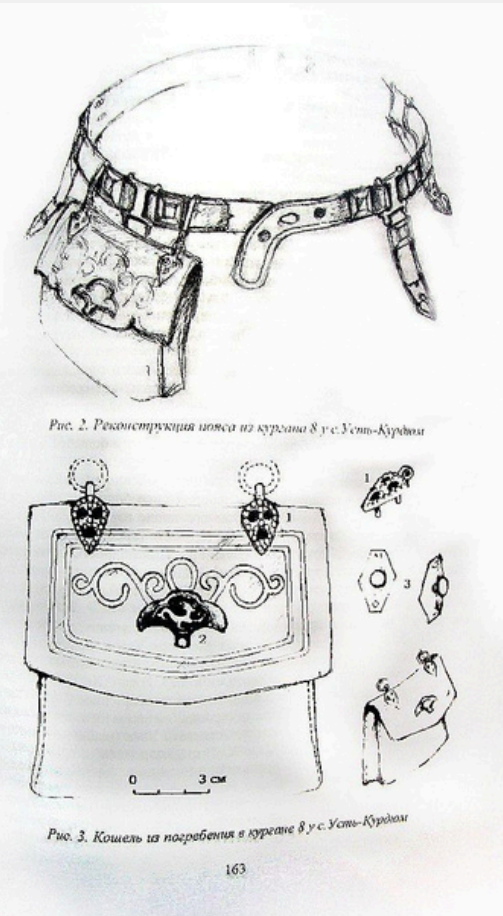
THE NORTHEASTERN INFLUENCE



SOUTHERN INFLUENCE

In Southern Brazil, particularly within gaúcho culture, leather is essential in equestrian practices and daily life.

One of the most significant techniques is guasqueria, a traditional craft that involves intricate leather braiding and detailing. This technique is incorporated into the piece, emphasizing craftsmanship, heritage, and artisanal precision.



WHY A BELT POUCH?

The belt pouch is one of the oldest accessory forms in human history, with origins in ancient civilizations that used similar pieces to carry essential items.

Its practicality — allowing mobility while keeping the hands free — makes it both functional and timeless. By revisiting this archetype, the piece connects past and present through design and purpose.

Project Elo

CREATIVE CROQUI #1



Cangaço fashion, from Northeastern Brazil, is known for its strong use of leather.

The “cangaceiros” adapted their clothing to the harsh “sertão” climate, using leather for the iconic hats, jackets, boots ... searching for protecting against sun an thorny vegetation.



Gabriel Martinelli
“Maria Bonita”
16/04/26

Project Elo



CREATIVE CROQUI #2

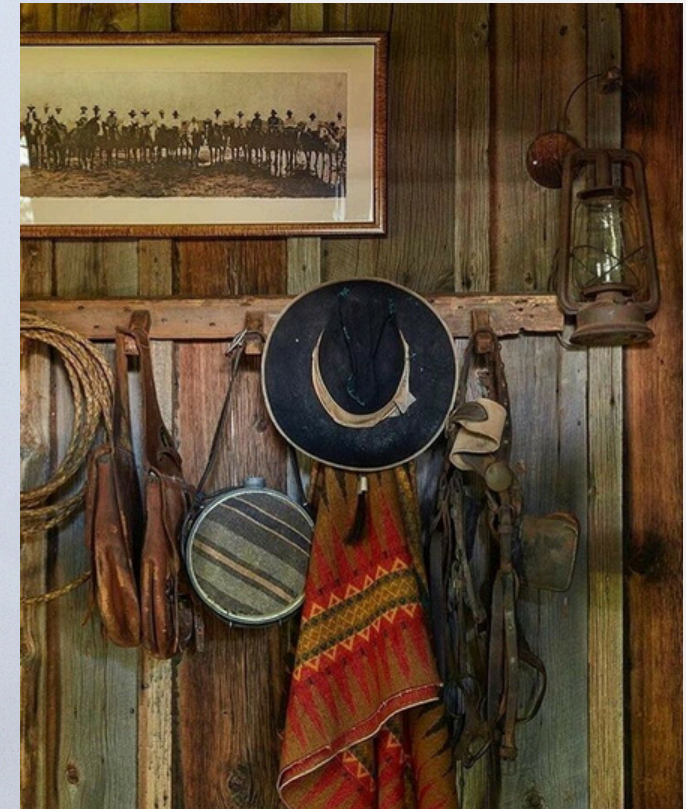


Gaúcho fashion, from Southern Brazil, reflects a rural lifestyle centered on cattle herding.

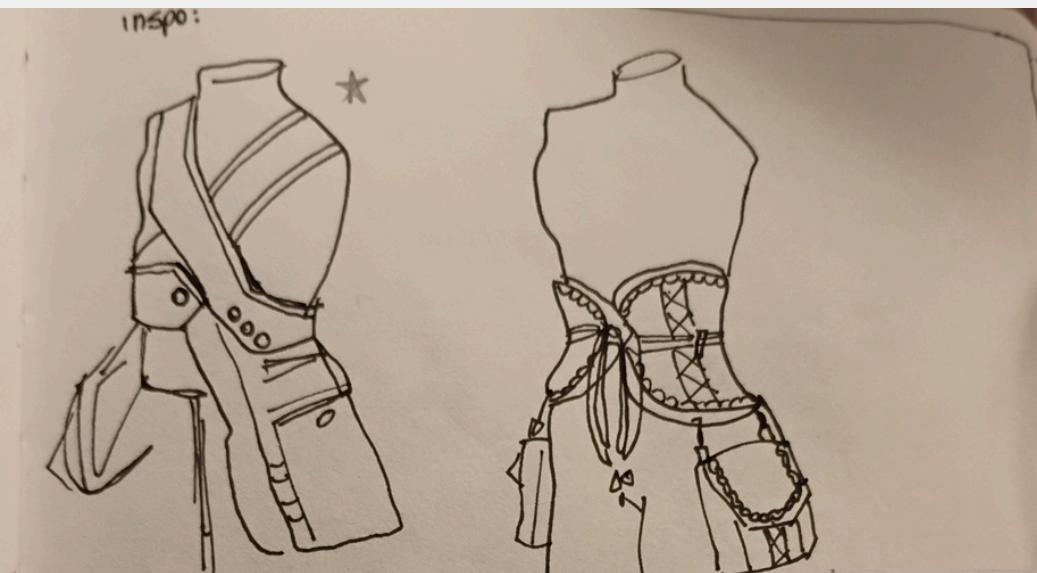
Traditional clothing includes durable pieces like "bombacha" pants, boots and wide-brim hats, designed for comfort and mobility on horseback.



Gabriela Martinelli
"Gisele"
16/04/26



ROUGH SKETCHES & CREATIVE PROCESS



BORNAL

bolsas estratégicas usadas até hoje, por militares, bombeiros e seguranças.

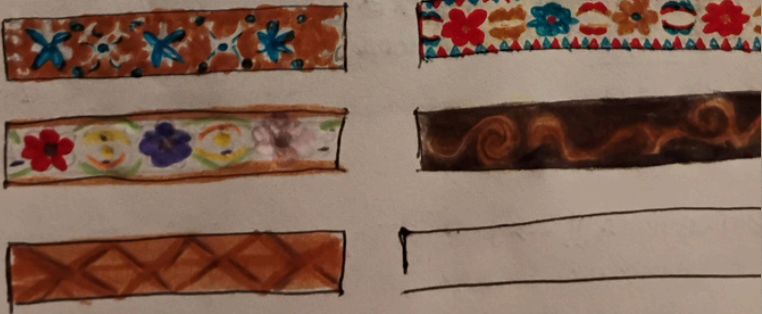
ORIGEM: cangaceiros

↳ COURO DE BOI

CORES:



ESTAMPAS



"BELT POUCH"

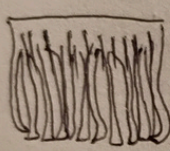
deu origem à pochete (quando chegou à França pouchet), usada antigamente para carregar itens e/ou essenciais em longas jornadas.

ORIGEM: POVOS CI

↳ COURO

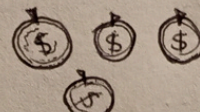
elementos presentes:

FRANJAS



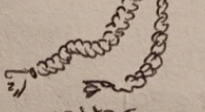
- cangaceiros
- cowboys
- gaúchos

MOEDAS ANTIGAS



- cangaceiros
- piratas
- celtas

CORDAS E TRANÇAS



- celtas
- cowboys

COURO NA CULTURA BRASILEIRA

NORDESTE

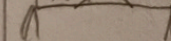
- FORAIS:

- CORES

- ↳ estética

- luxuosa, proteção

- mítica



SUL

- guasqueria

- ↳ COURO CRU

- EM PEÇAS

- (ARTESÃOS)

SUDESTE

- ALTA MODA

NORTE

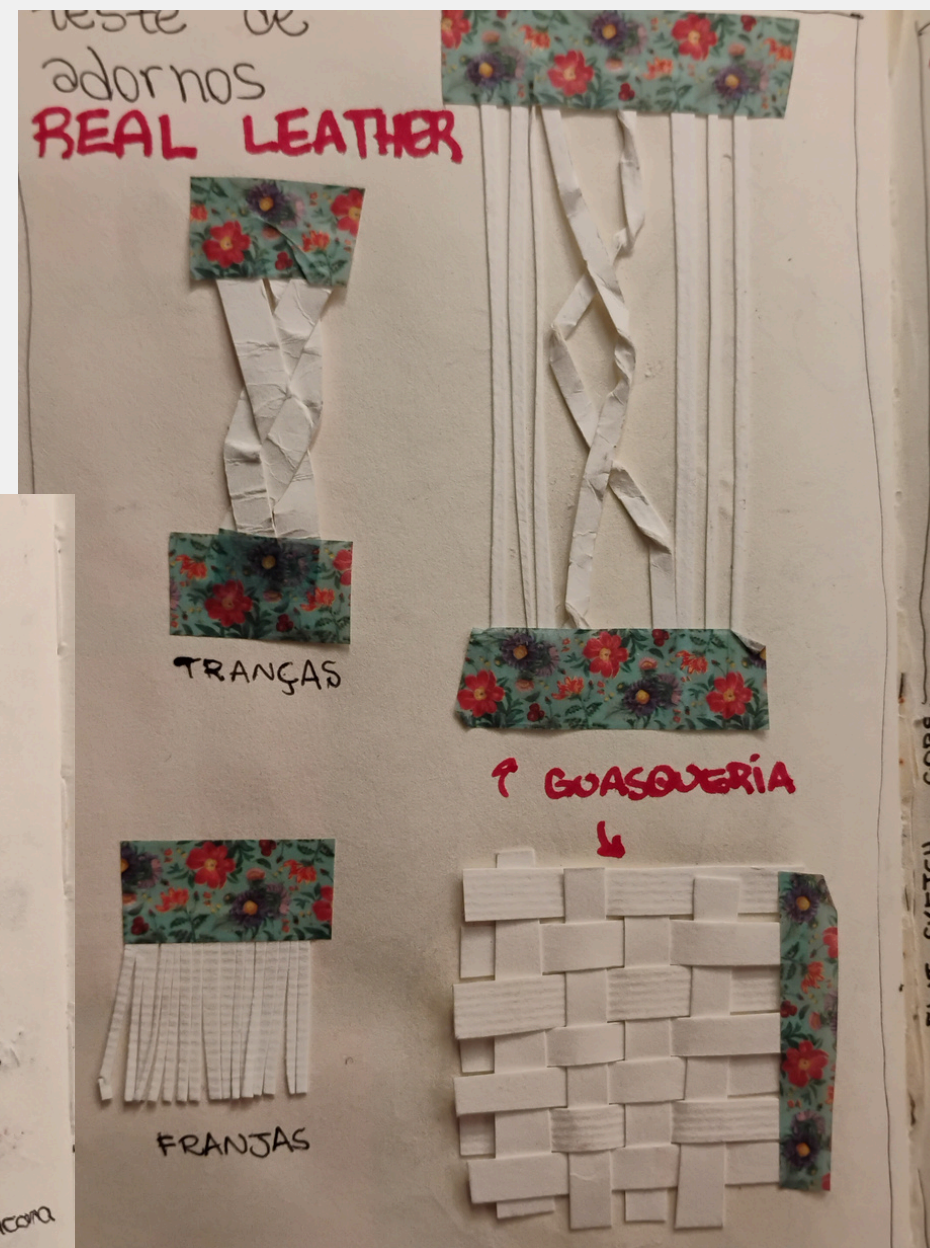
- PELES exóticas

- estampas

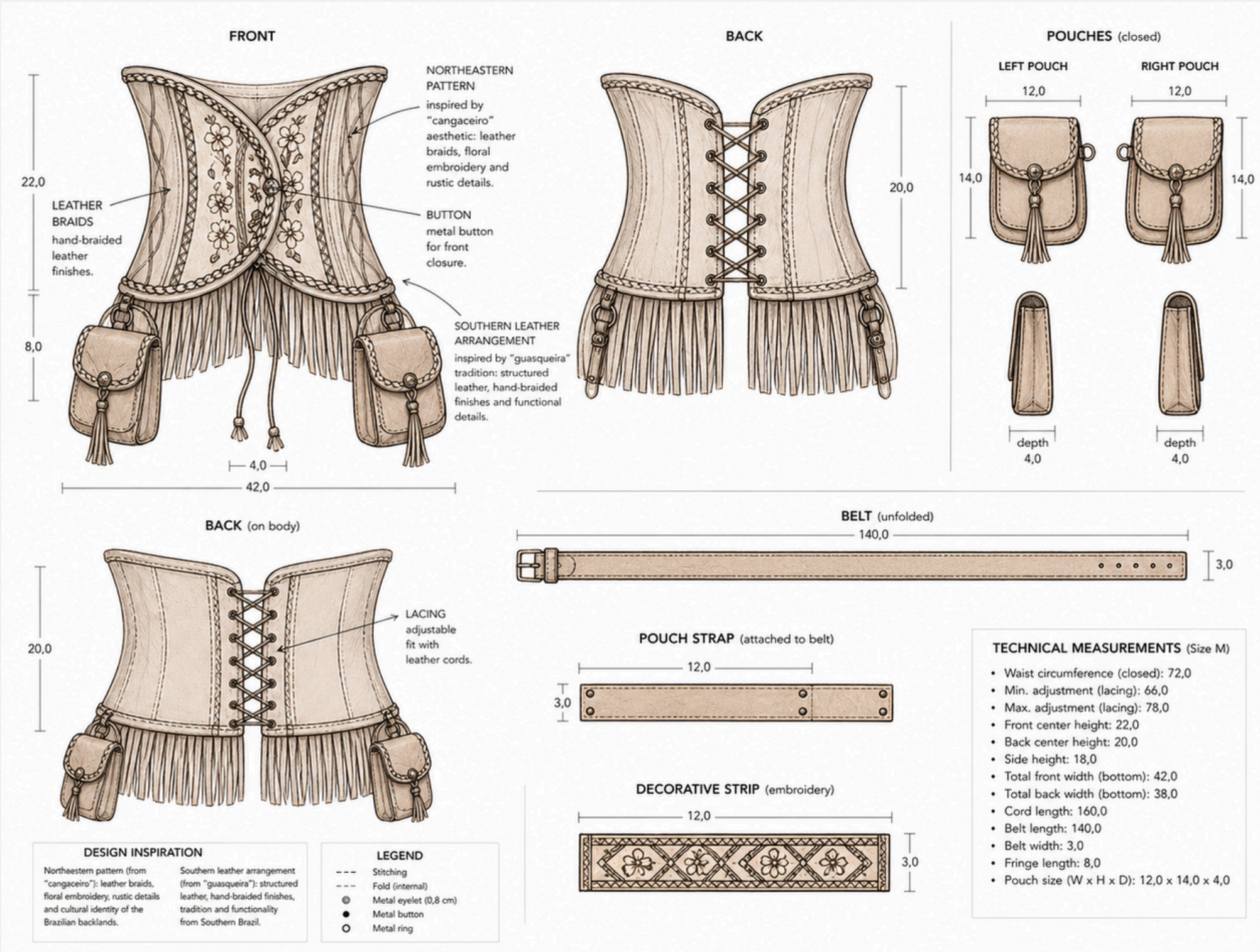
- indígenas

ENTREVISTA!!! → Religiões de matriz africana

- lembra das roupas que usavam?
- quais peças eram feitas de couro?
- como conseguiam tanto?
- porque couro?



FLAT SKETCH & AI MAGINATION



THANK

April, 2026

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you

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