

C'ERA UNA VOLTA

Once upon a time ... it's a sentence we often hear in childhood, when parents read fairy tales to their children. Once upon a time (C'era una volta)... is also an Italian brand that dresses children from 2 to 14 years old with a delicate, refined and timeless style.

The attention to detail and the selection of the best fabrics, combined with a unique design, are the result of all the love that the designers Emanuela and Paola try to convey in their collections.

In January, the brand will present the FW 20-21 collection at Pitti Bimbo. The brand is already distributed in multibrand stores in China, Usa, Middle East and Italy.

IT ALL STARTED WHEN ...

It all started in 2015, when Emanuela designed the first dresses for her daughters. From that moment on , she felt the need to share this great passion with all those around her. After the first clothes designed for friends, the demand became higher and higher until it became C'era Una Volta...

The turning point came in 2016, when Emanuela Nurra and Paola Talamini Minotto met in Shanghai at their favorite bakery. From this serendipitous meeting was born a strong friendship made of sharing and common passions: travel, design, fashion and details. From 2017 on, Emanuela and Paola work with passion and pride to make C'era a volta a global brand, hoping that every piece of C'era Una Volta that you will have in your hands will be a treasured keepsake for your children and the generations to follow.

Their focus on fabric quality and comfortable touch on skin cannot be underemphasized. The beauty of having 2 daughters means that Emanuela has a permanent access to 2 fit models who will not shy away from giving her honest opinions on how each carefully crafted piece feels on the body as well as its ease of movement.

THE TEAM

Emanuela Nurra is the creative soul of the brand. Born in Sardinia, she grew up surrounded by fabrics and threads, admiring her mother and grandmother who used to create beautiful embroidery and clothes by hand. Upon graduation from the Academy of Fine Arts, she embarked on a journey that led her to live in different cities. She started in Florence, where she studied fashion design at Polimoda and then worked as a stylist for various companies. She then moved to London, Kyoto and Paris, working and developing professionally through collaboration with luxury brands such as Fendi, Dior and Givenchy. Each city has enriched her life in a unique way, contributing to the creation of a rich experience in the fields of sales and design. Once in Shanghai, where she lived for seven years, she began designing clothes for her daughters Emilie and Giulia. She continued to create unique pieces for her closest friends until the birth of C'era una volta. Emanuela has been living since 2017 with her husband and daughters in Seoul.

Paola Talamini Minotto is the director of the brand. Born in Treviso, she grew up surrounded by the beauties of Veneto. In Venice, she graduated in economics, then studied fashion marketing in Milan to finally get an MBA in Hong Kong. After graduation, she decided to follow her lifetime dream by moving to New York, where she stayed for two years, before starting her career in fashion. With a 15-year experience in product management as well as the retail side of major clothing brands such as DSquared2, Benetton, Diesel, Burberry, she is currently a consultant for several Chinese and Western brands. Since 2008, she lives in Shanghai with her husband Edgardo and daughter Olivia.