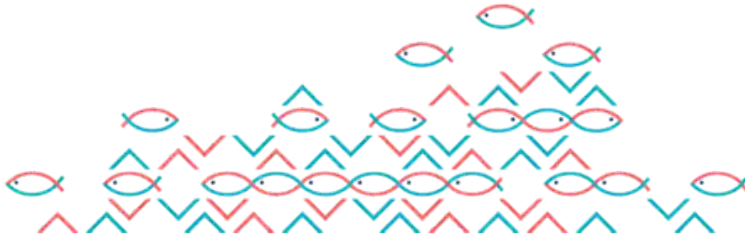




SEVENTYFOUR



Catalogue

About SEVENTYFOUR



The studio

Seventyfour is an artisan leather studio with a design philosophy of simplicity. We are based on the East Coast of South Africa in the coastal town of East London. Every Seventyfour creation is cut by hand and 100% hand stitched. Yes, stitch by stitch!

Why 'Seventyfour'?

We are passionate about the ocean, its inhabitants and the preservation of our spectacular coastline. So why not name our business after one of its most colourful inhabitants?

Seventy-four seabream (*Polysteganus undulosus*) are migrating, spawning fish known to form aggregations on rocky reefs. They were once the most common linefish consumed in KwaZulu-Natal, however, due to overfishing, stocks collapsed and they have been specially protected since 1998. They are currently listed as critically endangered on the IUCN list of threatened species. Fishing of any kind is prohibited.

All of our bags are named after a fish or sea creature found on our wonderfully diverse coastline of South Africa.

The logo

We used the colours of the Seventyfour seabream as inspiration as well as a graphic representation of a fish.

Social responsibility

A percentage of proceeds are donated towards ocean conservation.

Seventyfour, freedom to be...



© SAIAB

Source: www.wfsassi.co.za





Stumpnose

Standard colours

Dark brown, Tan, Black
Custom colours available on request

Approximate Size

Small

20cm (w) x 15cm (h) x 5cm (d)

Medium

25cm (w) x 18cm (h) x 5cm (d)

Red stumpnose (*Chrysoblephus gibbiceps*) are slow growing, long-living, endemic fish making them susceptible to overfishing. They are considered over fished throughout their range and are listed on IUCN's Red List for Threatened Species as Endangered.



River Snapper

Standard colours

Dark brown, Tan, Black
Custom colours available on request

Approximate Size

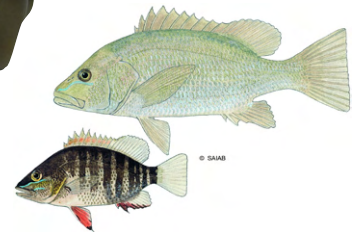
34cm (w) x 38cm (h) x 8cm (d)

Variations (closures)

Zip, T-junction or Scrunch



River snappers (*Lutjanus argentimaculatus*) are migratory fish found in estuaries (juveniles), coral and rocky reefs (adults). Their estuarine dependence makes them susceptible to overfishing. This species is currently rated as a no-sale species within South Africa





Soft Totes

Blue Mussel

Standard colours

Dark brown, Tan, Black
Custom colours available on request

Approximate Size

34cm (w) x 38cm (h) x 8cm (d)



Blue mussels (*Mytilus edulis*) are farmed using ropes suspended to the seafloor. As mussels are filter feeders no feed is required and damage to the environment is minor and generally limited to the immediate area (waste discharge that has settled on the floor). Farmed in China and imported into South Africa. There are a number of regulatory measures in place that are aimed at minimizing any negative ecosystem impacts but the effectiveness of these measures is currently unknown.

Scotsman

Standard colours

Dark brown, Tan, Black
Custom colours available on request

Approximate Size

28cm (w) x 35cm (h) x 11cm (d)



Scotsman (*Polysteganus praeorbitalis*) are endemic, slow growing, late maturing fish able to change sex from female to male. These factors make them highly vulnerable to overfishing. Spawning stocks have been severely depleted to 21% of their unexploited population. They are listed as Vulnerable on IUCN's list for threatened species and stocks are overfished in South Africa.



Englishman

Standard colours

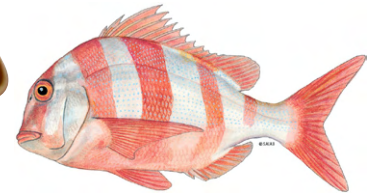
Dark brown, Tan, Black
Custom colours available on request

Approximate Size

28cm (w) x 35cm (h) x 8cm (d)



Englishman seabream (*Chrysoblephus anglicus*) are slow growing endemic, reef-dwelling fish with a narrow distribution. Their slow growth and late sexual maturity make them susceptible to overfishing. Stock levels have collapsed due to increased fishing pressure. Englishman are listed on the IUCN list of threatened species as Near Threatened.



Slinger

Standard colours

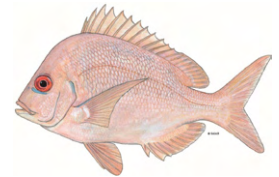
Dark brown, Tan, Black
Custom colours available on request

Approximate Size

32cm (w) x 29cm (h) x 8cm (d)



Slingers (*Chrysoblephus puniceus*) are schooling, fast growing demersal species, associated with reefs and rocky bottom habitats, occurring in coastal waters between 10 and 80 m depth. They are able to change sex from female to male making them susceptible to overfishing. Stock levels are uncertain.



Kingklip

Standard colours

Dark brown, Tan, Black
Custom colours available on request

Approximate Size

Various



Kingklip (*Genypterus capensis*) are relatively slow-growing, long-lived fish found in rocky areas along the continental shelf and upper continental slopes. Kingklip is a commercially important species and a popular eating fish.



© SAJAB



Zebra

Standard colours

Dark brown, Tan, Black
Custom colours available on request

Approximate Size

Large
30cm (w) x 40cm (h) x 10cm (d)

Medium
22cm (w) x 25cm (h) x 5cm (d)

Zebra fish (*Diplodus curvinus hottentotus*) are slow growing endemic fish found in in shore rocky reefs up to 60 m deep. This species is rated as a no-sale species within South Africa.



© SAAB

Sole

Standard colours

Various

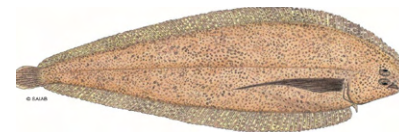
Design depends on the natural edge of each skin

Approximate Size

25cm (w) x 17cm (h) x 0.5cm (d)



East Coast sole (*Austroglossus pectoralis*) are endemic, fast growing, and bottom dwelling species found on sandy or silty bottoms at depths shallower than 120m. East Coast sole are caught between Cape Agulhas and the Great Kei River



Springer

Standard colours

Natural, Red, Navy, Dark Green
Depending on availability

Approximate Size

Large

34cm (w) x 36cm (h) x 2cm (d)

Medium

25cm (w) x 28cm (h) x 2cm (d)

Tote

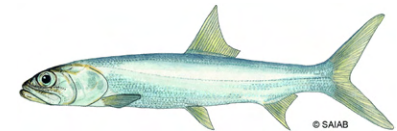
34cm (w) x 38cm (h) x 8cm (d)

Springbok Large sling

Springbok Tote

Springbok Medium sling

Springers (*Elops machnata*) are shoaling, predatory fish found in estuaries and shallow coastal waters. Their estuarine dependence makes them susceptible to overfishing



Bottlenose

Standard colours

Tri-colour combinations

Custom colours available on request

Approximate Size

24cm (h)

Reusable water/coffee holder

500ml Stainless Steel flask bottle included



Common Bottlenose dolphin (*Tursiops truncatus*) are found in tropical oceans & warm waters around the globe. They were once widely hunted for meat and oil (used for lamps and cooking), but today only limited dolphin fishing occurs. However, dolphins are threatened by commercial fishing for other species, like tuna, and can become mortally entangled in nets and other fishing equipment.

Bi-fold wallets

Standard colours

Dark brown, Tan, Black
Custom colours available on request

Stitching

Matching or contrasting
A variety of colours available

Approximate Size

9cm (w) x 11cm (h) x 1,4cm (d)



Business Card/ Coin holders



Standard colours

Custom colours available on request

Stitching

Matching or contrasting

A variety of colours available

Approximate Size

12m (w) x 7cm (h) x 0.5cm (d)

Passport holders

Colours

Custom colours available on request

Stitching

Matching or contrasting

A variety of colours available

Approximate Open Size

21cm (w) x 14cm (h) x 0.5cm (d)





Glasses case

Colours

Rose, Denim, Pistachio, Dark brown, Tan, Black
Custom colours available on request

Stitching

Matching or contrasting
A variety of colours available

Approximate Size

6cm (w) x 17cm (h) x 0.5cm (d)

Necklaces

Colours

Muliti coloured

Each piece is one-of-a-kind



Earrings

Colours
Various

Approximate Size
5cm (h)



Freedom to be™



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