



She works in the field of Architecture and Design, but her love for animals brought her to create clothing items and accessories for cats and dogs, along with matching accessories for persons.

Architect from Milan, in 1993 Simona Calabresi moves to Kenya where she lives for 4 years and it is there in Africa that she starts to design collars and leashes for her own cats and dogs. Unique products with an original design, created with unusual and precious materials. Each item is handmade and provided with inner lining, in order to avoid damaging the animal's hair.

The collars are very successful, initially among family and friends, then Simona is overwhelmed with requests from other pet owners, attracted by the beauty of her products, and she is obliged to increase her production.

She then returns to Italy, the word spreads around and requests start to come also from Pet Stores. In 2005 she founds the trademark SIMO, converting a passionate hobby into a proper business.

From this moment, her idea of combining Design and Fashion to create pet accessories and matching accessories for persons becomes reality.

A new concept, which brings SIMO to design dogs collars, grey hound collars, harness, semichoke collars with decorations for coordinated leashes and bags, which blend African handcraft with designs and colour combinations of European taste. All accessories for both animals and persons are exclusively handcrafted and hand embroidered.

The choice of materials and the attention dedicated in their creation, together with the originality of their design, make all SIMO products particular and completely different from any other product on the market: precious almost like a jewel.