



**deBruné**



**YOUR PERSONAL POLO BRAND**

handmade luxury leather goods  
made in Argentina

- Create Your Own Unique dB Piece -

[www.deBrune.com](http://www.deBrune.com)

Buenos Aires - Düsseldorf - Paris

Your Personal Polo brand

# dB Concept

**dB** is a Franco-German company focused on the design and production of unique high-quality leather luxury goods inspired by the Argentinean Polo playing world.

Authenticity, elegance and strength are the core values from which the brand drew its inspiration, illustrating a lifestyle and a culture that Argentinean Polo spreads all around the world.

## dB stands for understated elegance

The brand produces its bags, belts and boots in Buenos Aires. All these functional "accessoires de mode" are hand-crafted with special care from the finest Argentine leathers. Their original design and colorful materials are truly a reflection of the Argentinean country flair with a cosmopolitan touch.

While remaining true to its traditional and distinctive style, dB offers an unique service of personalization. The customer creates his own-designed item with his initials from a large range of colors, fabrics and leathers. The focus is on the customer, not on the brand:

- create your own sport&travel bag -



[www.deBrune.com](http://www.deBrune.com)

Buenos Aires - Düsseldorf - Paris

Your Personal Polo brand

# dB Origins

**iN** 2009, Alexandra de Bruné, a professional German polo player, and at that time an employee of one of the leading Polo apparel brands in Argentina, identified an exceptional opportunity : to create a personalized line for polo players with the right touch of traditional elegance.

She conceived an unbranded polo equipment, apparel and accessory line - NoBrandPolo - that produces enduring and customized items with the initials of the player or the team.

Her unique polo bag and a pink polo belt were an overnight success. When a large order came in from a major international luxury brand, Alex decided to launch a second brand aimed at the luxury mass market using her own initial "dB". deBruné is the Polo inspired luxury sportswear collection.

Alexandra de Bruné's expertise and her intuitive sense for esthetic design and uniqueness, ensure the highest quality of each dB piece.



[www.deBrune.com](http://www.deBrune.com)

Buenos Aires - Düsseldorf - Paris

Your Personal Polo brand

# dB Founder

**a**Lexandra de Bruné, founder of deBruné, has made her way through life with great audacity and a lot of energy.

Not challenged enough by studying in one single country, this 19 year old never dreamed that 14 years later she would command 4 languages, 3 diplomas and an international luxury goods company.

Born in posh little Meerbusch-Düsseldorf, Alexandra experienced a «catwalk crash» in Paris competing against Claudia Schiffer and Heidi Klum. Ironically, this paved her way to enrollment in the French elite ESCP-EAP business school and her discovery of Polo at the Oxford University.

Finally in Argentina, her talent propelled Alexandra into playing for the German national team in Buenos Aires, where she learned the art of producing polo equipment at Casablanca Polo and La Martina.

With her sound academic background in Business Administration and International Management, she decided to create her own collection of world class polo-equipment.

In addition to producing very elegant polo items, she teaches and promotes polo in la Estancia LaMartina.

Her dedication to this sport led her to found the Ladies Polo Association (LPA) of which she is the Ambassador to promote polo around the world.



[www.deBrune.com](http://www.deBrune.com)