

BARMAS

VENEZIA



VENEZIA

WATER IS EQUAL TO TIME,
AND IT GIVES BEAUTY ITS DOUBLE.
BY TOUCHING WATER, THIS CITY
ENHANCES THE APPEARANCE OF
TIME, IT BEAUTIFIES THE FUTURE.
THAT IS THE FUNCTION OF THIS
CITY IN THE UNIVERSE.

IOSIF ALEKSANDROVIČ BRODSKIJ, CIT. FROM "WATERMARK: AN ESSAY ON VENICE"

BARMAS

BARMAS WAS BORN IN VENETO, A LAND WHERE LUXURY DENIM TAKES SHAPE WITH SOUL AND PURPOSE

Each piece is a fusion of passion, artistry, and skilled craftsmanship - unique garments that embody elegance and authenticity. In every thread, tradition and innovation are perfectly intertwined.

Founded in 2017 by Massimo Chiapponi, Barmas Venezia emerged from a deep love for the raw spirit of denim and the timeless precision of tailoring.

Our creations carry the living pulse of Venice, weaving together art, culture, and enduring style. Because for us, fabric is not just material, it's a moving story of roots, refined beauty, and elegance that stands the test of time.

The Hidden Soul of a Garment



WE STITCH STORIES, NOT JUST CLOTHES

In partnership with CPA SRL, an Italian excellence with over 50 years of experience in luxury apparel, we create collections where denim becomes poetry and tradition evolves into innovation.

Each seam is a tribute to the past and a promise to the future

QUIET LUXURY, THE VENETIAN WAY



MASSIMO CHIAPPONI, FOUNDER

Venice , where elegance isn't flaunted, it's breathed in.
Amid stone and water, art and silence, we shape an essential
and profound style, defined by refined materials, measured gestures,
and meaningful details. It's a kind of luxury that needs no words:
you recognize it, feel it, live it.

Barmas... Venice in every detail





C.P.A.

GARMENT PRODUCTION HUB

TAILORING EXCELLENCE WITH A VISION FOR THE FUTURE

OTELLO, DAVIDE E DORA ZECCHIN

The quality of Barmas garments is rooted in the know-how of CPA, a benchmark in the Veneto region for luxury fashion production.

Founded in 1996 in the heart of the Venetian province, CPA has become a leading name in the design and manufacturing of high-end fashion.

With a long-standing tradition of working alongside major Italian and international fashion brands, CPA is renowned for its artisanal excellence and constant innovation in production techniques.

Its meticulous attention to detail and ongoing investment in new technologies allow it to merge tradition with modernity—turning every garment into a true work of art.

C.P.A. – Where ideas become collections



OUR HIDDEN SIGNATURE

In recent years, CPA has developed a dedicated bespoke department, perfectly aligned with Barmas’s philosophy of offering exclusive, personalize garments.

Where making becomes a culture



The new licensing partnership with CPA marks a pivotal step in expanding our brand’s vision, unlocking new opportunities to deliver an even more tailored and refined experience for our clients.

Precision, substance, vision.

La nostra identità

BARMAS IS BUILT ON CLEAR VALUES: EXCLUSIVITY, INNOVATION, TRADITION, AND SUSTAINABILITY

We don't follow trends, we shape identity. Each garment is an intentional act of style.



Exclusivity

Barmas Venezia is made for those who seek more. For those who wear uniqueness as a signature.

A kind of uniqueness you live, not chase



Tradition

Our strength lies in weaving deep roots with bold vision. Italian craftsmanship and skilled hands shape an elegance that never fades.

Living tradition, stitched into the now



Innovation

Behind every fabric and detail lies a forward-looking spirit. We explore, evolve, and innovate, without ever losing our essence.

To innovate is how we stay true



Sostenibilità

We believe true luxury today means creating beauty while respecting the world around us. Every choice we make is a step toward a responsible future.

Mindful style, enduring beauty





Rooted in Tradition, Shaped by Innovation

WE BELIEVE FASHION SHOULDN'T FOLLOW TIME, IT SHOULD BECOME PART OF IT

We design garments meant to accompany life's truest moments:
pieces that tell stories, evoke emotions, reflect identity.

By blending the richness of tailoring tradition
with the modern spirit of denim, we define a style
where elegance and comfort live in perfect harmony.

Our vision is forward-thinking, driven by deep environmental respect.
We use advanced techniques such as laser finishing, ozone treatments,
and natural enzymes to shape a future where fashion is responsible,
aware, and constantly evolving.

Each creation strikes a balance between texture and soul,
designed for those who recognize the value of true excellence.
Our signature denim, woven with the precious softness of cashmere,
embodies a quiet kind of luxury: elegance whispered, never shouted.
From first sketch to final stitch, every detail reflects our pursuit
of timeless quality.

From the heart of Veneto, crafted denim with soul



Meet the Makers



LUXURY,
HANDCRAFTED
WITH CARE

BARMAS VENEZIA

When the fabric changes, even the classics evolve



THE FIVE-POCKET TROUSER BECOMES AN ICON OF EFFORTLESS ELEGANCE...

The capsule collection by BARMAS Venezia in collaboration with Loro Piana is consistently cherished by our international clientele. Iconic fabrics and flawless fits breathe new life into a staple piece: the classic five-pocket pant is elevated with fine wools, traditionally reserved for formalwear. The result is a refined balance between sartorial heritage and a modern spirit.

A trouser that blends relaxed style with exceptional materials, redefining the concept of everyday luxury.

Every stitch is a tribute to the past and a promise to the future



LIGHTWEIGHT, PREMIUM FABRICS,
LIKE LORO PIANA, REINTERPRETED
IN A FIVE-POCKET DESIGN
TO GO BEYOND THE CLASSIC CHINO,
WITHOUT COMPROMISING ON
TAILORING AND ESSENTIAL
SOPHISTICATION

Elegance evolves, but never loses its edge



FOR US, SUSTAINABILITY IS A TANGIBLE COMMITMENT

At C.P.A., we believe that innovation only matters when it is responsible. That’s why our production evolution follows strict environmental standards, always aligned with current regulations.

Certified Responsibility

We are proud holders of ISO 45001 and ISO 15001 certifications, guaranteeing a management system built on sustainability and safety..

Energy Independence

In 2024, we activated a new solar panel system that now powers our operations with 100% renewable energy.

Water Recycling

An advanced purification system allows us to recycle up to 95% of the water used in our internal laundry processes.

Technology with Purpose

Our denim treatments use ozone and laser technologies:

- significantly reducing water usage
- eliminating harsh chemicals

Ozone, a natural gas, fades indigo from denim to create a vintage look in an environmentally friendly way. Combined with laser techniques, it delivers premium aesthetics with minimal environmental impact.

To us, sustainability isn’t just a label—it’s an active, measurable, and necessary path forward.

For us, sustainability is not a label: it’s an active, measurable, and necessary process



EFFORTLESS THROUGH TIME



Clean lines, rich textures. Blended cashmere, gabardine, velvet, and denim come together in a wardrobe that's refined yet essential, made to shift seamlessly from everyday life to elevated moments.

Coordinated overshirts and trousers shape versatile silhouettes, tinted in hues from soft neutrals like milk, dust, and hazelnut to deeper shades of blue, wine, and powder.

At the core: denim. Elevated with garment-dyed Bull Denim and crafted using sustainable techniques like laser, ozone, and natural pigments, each piece is distinctive, responsible, and designed to last.



FORMAL
IN FABRIC,
FREE IN SPIRIT



a

Reinforced
back
pocket

b

"Hand crafted"
label

c

Hand-sewn
back patch

d

Composition
label cover

e

Genuine
horn button

f

Fit
label

g

Custom
pocket lining





BARMAS WOMAN PURE LINES, BOLD SPIRIT



The debut women's collection by BARMAS is a refined balance between effortless elegance and tailored functionality.

Five signature fits inspired by timeless icons shape 22 pieces in cotton and cashmere, elevated by a sophisticated, tactile color palette. Each garment is designed to follow the silhouette naturally, clean cuts, precise volumes, and distinctive details like genuine horn buttons.

A collection made for women who value quality and personality, even in the smallest gestures. A new idea of luxury: quiet, confident, and unmistakably refined.

a	b	c	d	e
Genuine horn button	AMF stitching	Leather label	Composition label cover	Logo-printed pocket lining



ESSENTIALITY
SPEAKS WITH
A FEMININE SOUL

Venice as our origin, the world as our destination

FROM VENICE TO THE WORLD

Venice as our origin, the world as our destination.

Barmas is rapidly expanding its footprint in the global luxury market. Today, our collections are available in 12 countries and showcased in over 250 prestigious boutiques, bringing the essence of Venetian craftsmanship to an international audience.

The enthusiastic and immediate response from our clients confirms a timeless truth: quality and innovation always stand out. With a vision focused on continuous growth, we aim to expand our global presence while staying true to our roots — blending tradition with cutting-edge design to redefine contemporary elegance



Barmas: Italian roots, global vision

BORN FROM
VENETIAN
TRADITION,
WORN ACROSS
THE WORLD.



IN THIS CITY, ONE MAY SHED A
TEAR ON VARIOUS OCCASIONS.
ASSUMING THAT BEAUTY IS A
PARTICULAR DISTRIBUTION OF
LIGHT, THE ONE MOST CONGENIAL
TO THE RETINA, A TEAR IS HOW
THE RETINA ADMITS ITS INABILITY
TO RETAIN BEAUTY.

IOSIF ALEKSANDROVIČ BRODSKIJ, CIT. FROM "WATERMARK: AN ESSAY ON VENICE"

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