



Dr. Fit



*Claudia Signature*  
MONTE CARLO

2020





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*Claudia Cherki, after obtaining an Executive Master's degree in Business Administration from the International University of Monaco, completed courses at Aline Buffet's Fashion School in Cannes. Subsequently, she created her own company, Claudia Signature Monte Carlo, to fulfill her dreams of becoming a designer.*

*Designing clothes is her passion. She initiated her activity with bespoke shirts and suits for individual clients. She values the fact that people can feel comfortable all day long wearing pleasurable materials in cuts that reflect their individuality and give them freedom of movement. Claudia's fashions have a touch of tradition, originality, elegance, sportiness and ease.*

*It is in the spirit of functionality and practicality that she designs suits, uniforms and household linens. For Claudia it is vital that each person feel at ease while working, no matter where. For example, her shirts and suits, all with an original touch yet suitable both for the office and for appointments, are made of special materials (wrinkle-resistant fabric, for example). Her personal attention is seen also in her shirts with integrated ties, so that her clients do not have to worry about constantly wearing a tie or leaving it behind at the office. She loves mixing materials and styles.*



*Her passion for the sea and her involvement in Monaco have driven her to conceive fashion designs in innovative, sustainable fabrics. Thanks to her commitment to preserve the environment, Claudia opts for giving a second life to certain materials; she creates new enriching value by using plastic materials recycled from the sea.*

*With her eco-friendly creations, Claudia is also specialised in supplying personalised, logoed and embroidered garments and uniforms for all professionals in yachting, hotels and restaurants, as well as in boutiques.*

*Her pleasure comes from raising people's awareness that the marine environment can indeed be protected, by using innovative, recycled materials to make easy-to-wear and elegant garments.*

*Beyond the creative aspect, my brand is also part of the ecological fight. It must be said that textile waste is an environmental problem, because fashion is indeed the second most polluting industry after the petroleum sector.*

*Recycled materials have 98% less impact on the planet.*

*The manufacture of these clothes requires not only less water, but also less energy. «For example, it takes 10 kg of plastics collected at sea to make 100 shirts».*

*My deep interest is to be able to inspire industries and consumers to be able to contribute to being a part of the solution. Its fabrics are labeled recycled and are based on the composition of the percentage of material from recycled plastic.*

*The aim is also to be able to initiate local action projects and to be able to attract investor interest in order to be able to revalue products.*













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