

ABOUT SEEME

SeeMe is a fair trade certified luxury brand that produces heart shaped jewelry and accessories and provides ethical sourcing for other fashion brands. All of its pieces are handmade by women who have been victims of violence. By wearing the heart, SeeMe clients join the #heartmovement, a worldwide movement that aims at replacing violence with love.

SeeMe was founded in 2012 by Caterina Occhio, a former development aid manager with over 15 years experience in working with several EU and UN agencies. SeeMe is a social enterprise that strives to improve the life of women who have been victims of violence. It employs women, usually single mothers, who have been shunned by their patriarchal societies and once out of their shelter homes, could not find a job to provide for themselves and their children. Through trainings that often later result in employment, those women are empowered, they learn a craft and eventually earn a steady monthly salary. This way, they can regain their independence, their pride and their dignity.

SeeMe, while still being a young company, has achieved a lot. In fact, on top of being a safe resort and source of income for women victims of violence in Tunisia and Turkey, it also strives to positively influence the established brands in the fashion world, supporting an ethical approach to their sourcing procedures. SeeMe, in fact, has collaborated with worldwide renowned fashion brands such as Karl Lagerfeld for whom it created a beautiful capsule collection, as well as with Missoni and Tommy Hilfiger for the latest Spring Summer collection, producing handmade crocheted trims for the former and star shaped necklaces for the latter.

Moreover, SeeMe heart necklaces, the heart being the iconic symbol of the brand, have been spotted on the likes of Suzy Menkes of Vogue International, Angela and Rosita Missoni of Missoni, Antonella Di Pietro of Tommy Hilfiger and Karl Lagerfeld, and many others. Premium retailers include, among others, Galeries Lafayette, Colette, and Luisa via Roma.

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