



ITURRIOZ alpaca

Silent Luxury

Since 2006

Silent Luxury

Tejido con Alma Andino

**STOCK SERVICE
& COLLECTION**

A/W 2026

20th Anniversary - I T U R R I O Z a l p a c a

2006 – 2026

From Baby Alpaca Collection to a global symbol of I T U R R I O Z a l p a c a

Two decades ago, **Baby Alpaca Collection** marked the beginning of a journey that would weave together heritage, craftsmanship, and timeless design.

What started as a tribute to the noble Andean fiber has evolved into **I T U R R I O Z a l p a c a** - a brand that embodies Sustainable Luxury and the soul of artisanal creation.

Many of our pieces are industrially crafted and finished by hand, merging the precision of technology with the sensitivity of artisanal mastery. Each creation reflects balance - between innovation and tradition, modernity and the human touch - ensuring excellence, consistency, and soul in every detail.

For twenty years, every piece has carried a story of respect: for nature, for those who weave with their looms and hands, and for a beauty that transcends time and trends. Today, the brand continues to honor its origin - **Baby Alpaca Collection** - as the essence of a philosophy built on authenticity, refinement, and consciousness.

20 years of weaving legacy, emotion and Silent Luxury

My best,

Mariana Iturrioz Mardones

Creator



ITURRIOZ alpaca
Silent Luxury

Blankets, Throws & Accessories

PREMIUM Quality

**STOCK SERVICE &
A/W - 2026
COLLECTION**

The Vision Behind **ITURRIOZ alpaca**

Meet Mariana Iturrioz Mardones

Mariana Iturrioz Mardones,
Argentine - Spanish designer and founder
of **ITURRIOZ alpaca** and
Baby Alpaca Collection, creates exclusive
textiles crafted from the world's finest
Baby Alpaca fiber.



With over 20 years of experience, her work blends Silent Luxury, modern comfort, and timeless tradition, resulting in blankets and throws of unmatched refinement and PREMIUM Quality.

Deeply connected to the alpaca weaving community and guided by international expertise, Mariana offers a design approach that is personal, sophisticated, and effortlessly functional.

“My design approach is a journey of expertise, observation, listening, interpretation, and testing - an ongoing exploration to create personal, refined, and beautifully functional blankets and throws.”

ARGENTINE & EUROPE





ITURRIOZ alpaca
Silent Luxury

Be Inspired...

Pleasure

Interior Design

Stylelife

Real Estate

Residential

Condominium

Hotel & Resort

Restaurant & Bar

Retail

Wholesale

Corporate

Private Jet

Yachting

*Balancing Modernes
& Timeless Elegance*

www.iturriozalpaca.com



Introducing ITURRIOZ alpaca

**Elevating Nature's Elegance through the
Baby Alpaca**

**Discover the Artistry of ITURRIOZ
alpaca**

Embark on a journey of timeless elegance with
ITURRIOZ alpaca where artistry meets
innovation and sustainability.

Rooted in tradition and guided by the allure of nature, we
craft a diverse array of exquisite products – Blankets,
Throws, Capes, Scarves, Stoles, Dresses, Ponchos,
Wraps, Accessories, Rugs and Sweaters – in both knitted
and flat fabric.





An Ode to Noble Fibers and Antique Techniques

At the heart of **ITURRIOZ alpaca** lies a philosophy of merging ancient textile techniques into contemporary designs.

We exclusively use noble natural fibers like Baby Alpaca, with plans to incorporate Guanaco and Vicuña, creating products that radiate sophistication and luxury.

Our commitment to unparalleled craftsmanship is embodied in every thread, as we weave history into garments that bear the mark of true distinction.



Elevating Quality, Fusing Innovation

Each **ITURRIOZ alpaca** creation echoes our core values: Identity, Sustainability, Creativity, Circularity and Innovation.

We meticulously source and blend the finest & noblest fibers, resulting in products that stand as a testament to excellence.

With a fusion of high-tech precision and expert artistry, we achieve a level of quality that is nothing short of premium.

ITURRIOZ alpaca uses only the highest grade alpaca fiber.



Elegance Meets Eco-Consciousness

ITURRIOZ alpaca is more than luxury – It's a commitment to our environment.

In our ECO Line, we embrace the soft and natural beauty of the alpaca's spectrum of natural colors, creating garments using only 100% natural and undyed yarn.

This fusion of simplicity and sophistication exemplifies our dedication to sustainable elegance.



Sustainability as a Statement

As regenerators of the planet, we proudly uphold eco-friendly practices. Our fibers, like Alpaca, are biodegradable, ensuring minimal impact.

We prioritize not only the environment but also the welfare of our producers and alpacas, guaranteeing ethical practices at every stage.

With **ITURRIOZ alpaca** as a feature – **It's OUR MISSION.**



Design Inspired by Nature's Perfection

Nature's design is a timeless masterpiece.

At **ITURRIOZ alpaca** we draw inspiration from its flawless creations.

Our garments capture the essence of classic and modern design principles, effortlessly blending sophistication and functionality.

By learning from nature's own elegance, we redefine luxury with garments that are truly a work of art.



Your Vision, Our Expertise

ITURRIOZ alpaca proudly offers a platform for your exclusive designs.

With our precision and technology, we craft garments that carry your unique brand.

Whether for hotels or distributors, we cater to your vision, ensuring that every detail meets the highest standards of quality and aesthetics.





Elevate with

ITURRIOZ alpaca

Experience the embodiment of art, nature, and innovation. At **ITURRIOZ alpaca**, we're not just crafting garments; we're shaping a new standard of sustainable luxury.

Join us in celebrating nature's elegance while leaving a positive impact on the world.

Experience the journey with **ITURRIOZ alpaca** today!



ITURRIOZ alpaca
Silent Luxury



Why **Baby Alpaca?**

Because it's **SEVEN** times

Warmer **than** Sheep
Wool!!!!

Softer as Cashmere!!!

Much **Lighter!!!**

Do not Peel!!!!!!



Plus **Water Repellent,**
Biodegradable
& **HypoAllergenic!**

What **Better** than
ITURRIOZ alpaca
for the **Freeze Weather?**

All What others
Fibers **can Do...**

Baby Alpaca
can Do **Better!!!**

A RARE & INTELLIGENT FIBER





ITURRIOZ alpaca
Silent Luxury

Stock Service

A / W - 2026

*Balancing Modernes
& Timeless Elegance*



ITURRIOZ alpaca

Silent Luxury

**Herringbone Baby Alpaca
PREMIUM Throw**

HBAPT

100% Baby Alpaca
130 x 180 Cm / 71 x 71 In*
560 Grs. / 1.235 Lb



7 Natural Colors Comb:

HBAPT - 100 / 203 - Off White / Camel

HBAPT - 100 / 284 - Off White / Visón

HBAPT - 100 / 211 - Off White / Tabacco

HBAPT - 100 / GR001 - Off White / Ice Grey

HBAPT - 100 / GR003 - Off White / Graphite

HBAPT - 100 / 208 - Off White / Mocca

HBAPT - 100 / GR003 - Off White / Black

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*



*Measurement W/ fringes included. Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.

ITURRIOZ alpaca
Silent Luxury

**Herringbone Baby Alpaca
PREMIUM Throw**

HBAPT - 100 / 203
Off White / Camel

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130 x 180 Cm / 71 x 71 In*
560 Grs. / 1.235 Lb

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ITURRIOZ alpaca

Silent Luxury

Herringbone Baby Alpaca PREMIUM Throw

HBAPT - 100 / 284
Off White / Visón

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ITURRIOZ alpaca

Silent Luxury

Herringbone Baby Alpaca PREMIUM Throw

HBAPT - 100 / 284
Off White / Visón

100% Baby Alpaca
130 x 180 Cm / 71 x 71 In*
560 Grs. / 1.235 Lb

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ITURRIOZ alpaca

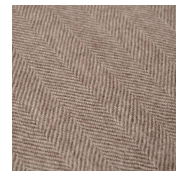
Silent Luxury

Herringbone Baby Alpaca PREMIUM Throw

HBAPT - 100 / 211
Off White / Tobacco

100% Baby Alpaca
130 x 180 Cm / 71 x 71 In*
560 Grs. / 1.235 Lb

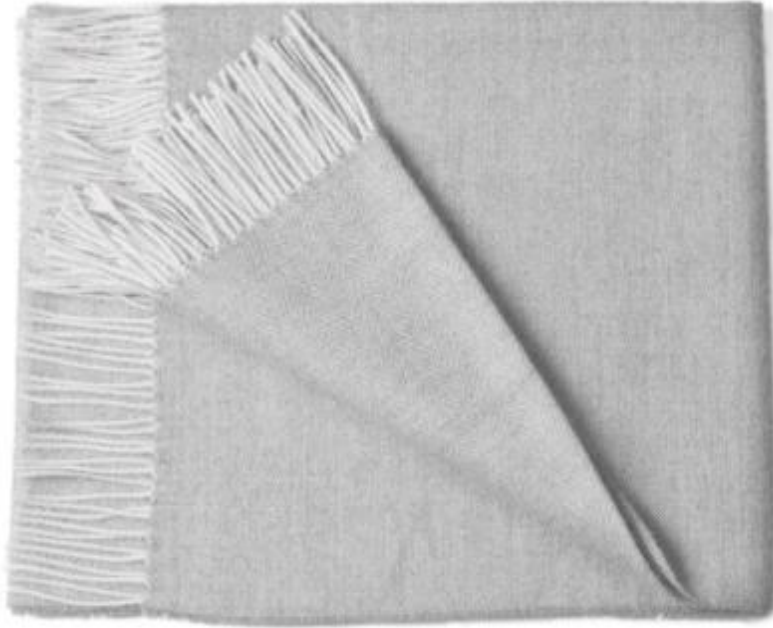
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ITURRIOZ alpaca

Silent Luxury



**Herringbone Baby Alpaca
PREMIUM Throw**

HBAPT - 100 / GR001

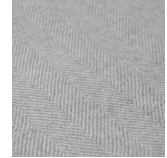
Off White / Ice Grey

100% Baby Alpaca

130 x 180 Cm / 71 x 71 In*

560 Grs. / 1.235 Lb

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Biodegradable, Rare
& Intelligent Fiber.*



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ITURRIOZ alpaca
Silent Luxury

**Herringbone Baby Alpaca
PREMIUM Throw**

HBAPT - 100 / GR003
Off White / Graphite

100% Baby Alpaca
130 x 180 Cm / 71 x 71 In*
560 Grs. / 1.235 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*



*Measurement W/ fringes included. Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.



ITURRIOZ alpaca
Silent Luxury

**Herringbone Baby Alpaca
PREMIUM Throw**

HBAPT - 100 / 208
Off White / Mocca

100% Baby Alpaca
130 x 180 Cm / 71 x 71 In*
560 Grs. / 1.235 Lb

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Biodegradable, Rare
& Intelligent Fiber.*



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Made in Peru.



ITURRIOZ alpaca

Silent Luxury

**Herringbone Baby Alpaca
PREMIUM Throw**

HBAPT - 100 / 208

Off White / Mocca

100% Baby Alpaca

130 x 180 Cm / 71 x 71 In*

560 Grs. / 1.235 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*



*Measurement W/ fringes included. Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.



ITURRIOZ alpaca
Silent Luxury

**Herringbone Baby Alpaca
PREMIUM Throw**

HBAPT - 100 / 208
Off White / Mocca

100% Baby Alpaca
130 x 180 Cm / 71 x 71 In*
560 Grs. / 1.235 Lb

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Biodegradable, Rare
& Intelligent Fiber.*



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ITURRIOZ alpaca
Silent Luxury

**Herringbone Baby Alpaca
PREMIUM Throw**

HBAPT - 100 / 500
Off White / Black

100% Baby Alpaca
130 x 180 Cm / 71 x 71 In*
560 Grs. / 1.235 Lb

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Biodegradable, Rare
& Intelligent Fiber.*



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ITURRIOZ alpaca

Silent Luxury

**Classic Baby Alpaca
PREMIUM Throw**

CBAPT

100% Baby Alpaca
130 x 180 Cm / 71 x 71 In*
520 Grs. / 1.116 Lb

8 Natural Solid Colors:

CBAPT - 100 / Off White

CBAPT - 500 / Black

CBAPT - GR001 / Ice Grey

CBAPT - GR003 / Graphite

CBAPT - 203 / Camel

CBAPT - 211 / Tobacco

CBAPT - 207 / Sand

CBAPT - 282 / Cement

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*



*Measurement C/ fringes included. Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.



ITURRIOZ alpaca

Silent Luxury

Classic Baby Alpaca PREMIUM Throw

CBAPT- 100
Off White

100% Baby Alpaca
130 x 180 Cm / 71 x 71 In*
520 Grs. / 1.116 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*



*Measurement W/ fringes included. Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.



ITURRIOZ alpaca

Silent Luxury

Classic Baby Alpaca PREMIUM Throw

CBAPT- 100

Off White

100% Baby Alpaca
130 x 180 Cm / 71 x 71 In*
520 Grs. / 1.116 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*



*Measurement W/ fringes included. Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.



ITURRIOZ alpaca

Silent Luxury

Herringbone Baby Alpaca PREMIUM Throw

CBAPT - 100

Off White

100% Baby Alpaca
130 x 180 Cm / 71 x 71 In*
520 Grs. / 1.116 Lb

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Biodegradable, Rare
& Intelligent Fiber.*

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ITURRIOZ alpaca

Silent Luxury

**Classic Baby Alpaca
PREMIUM Throw**

CBAPT - 500

Black

100% Baby Alpaca

130 x 180 Cm / 71 x 71 In*

520 Grs. / 1.116 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*

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ITURRIOZ alpaca

Silent Luxury

Classic Baby Alpaca PREMIUM Throw

CBAPT - GR001
Ice Grey

100% Baby Alpaca
130 x 180 Cm / 71 x 71 In*
520 Grs. / 1.116 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*



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ITURRIOZ alpaca

Silent Luxury

Classic Baby Alpaca PREMIUM Throw

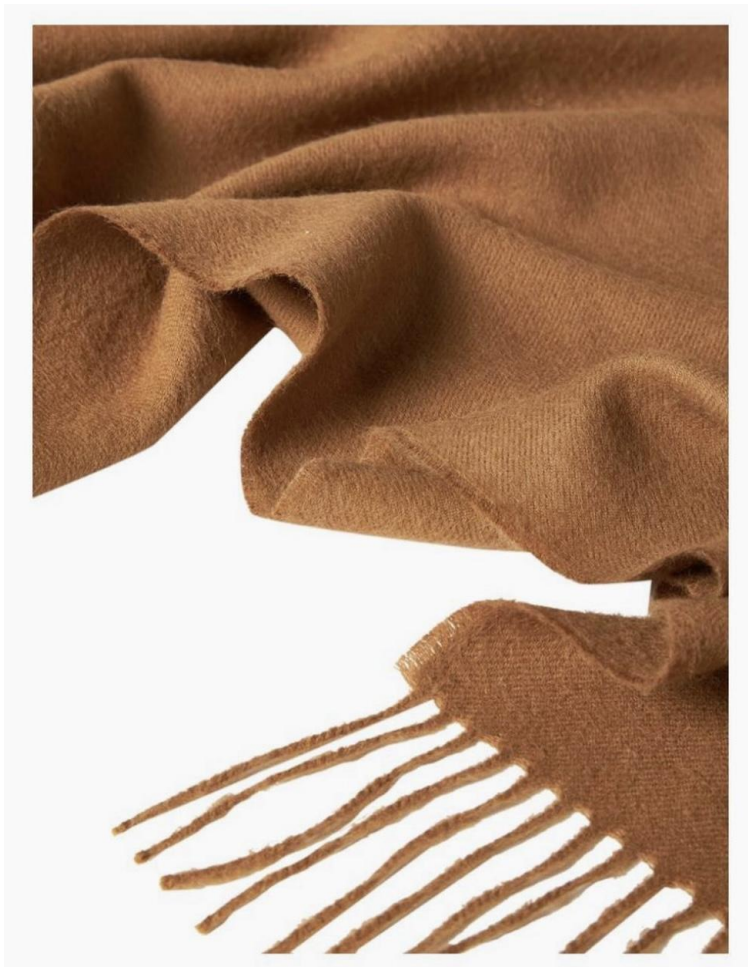
CBAPT - GR003
Graphite

100% Baby Alpaca
130 x 180 Cm / 71 x 71 In*
520 Grs. / 1.116 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*

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ITURRIOZ alpaca

Silent Luxury

**Classic Baby Alpaca
PREMIUM Throw**

CBAPT - 203

Camel

100% Baby Alpaca
130 x 180 Cm / 71 x 71 In*
520 Grs. / 1.116 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*

*Measurement W/ fringes included. Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.



ITURRIOZ alpaca

Silent Luxury

**Classic Baby Alpaca
PREMIUM Throw**

CBAPT - 284

Visón

100% Baby Alpaca

130 x 180 Cm / 71 x 71 In*

520 Grs. / 1.116 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*

*Measurement W/ fringes included. Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.

ITURRIOZ alpaca

Silent Luxury

**Classic Baby Alpaca
PREMIUM Throw**

CBAPT - 282

Cement

100% Baby Alpaca

130 x 180 Cm / 71 x 71 In*

520 Grs. / 1.116 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*



*Measurement W/ fringes included. Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.



ITURRIOZ alpaca

Silent Luxury

Classic Baby Alpaca PREMIUM Throw

CBAPT - 207

Sand

100% Baby Alpaca

130 x 180 Cm / 71 x 71 In*

520 Grs. / 1.116 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*

*Measurement W/ fringes included. Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.



ITURRIOZ alpaca

Silent Luxury

Classic Baby Alpaca PREMIUM Throw

CBAPT - VR006
Olive

100% Baby Alpaca
130 x 180 Cm / 71 x 71 In*
520 Grs. / 1.116 Lb

*An Hypoallergenic,
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& Intelligent Fiber.*

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Made in Peru.



ITURRIOZ alpaca

Silent Luxury

Classic Baby Alpaca PREMIUM Throw

CBAPT - 205
Color: Wild Vicugña

100% Baby Alpaca
130 x 180 Cm / 71 x 71 In*
520 Grs. / 1.116 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*



*Measurement W/ fringes included. Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.



ITURRIOZ alpaca

Silent Luxury

Double Face Baby Alpaca PREMIUM Throw

DFBAPT

100% Baby Alpaca
130 x 180 Cm / 71 x 71 In*
630 Grs. / 1.390 Lb

3 Natural Color Combinations:

DBBAPT - GR002 / GR001 - Silver / Ice Grey

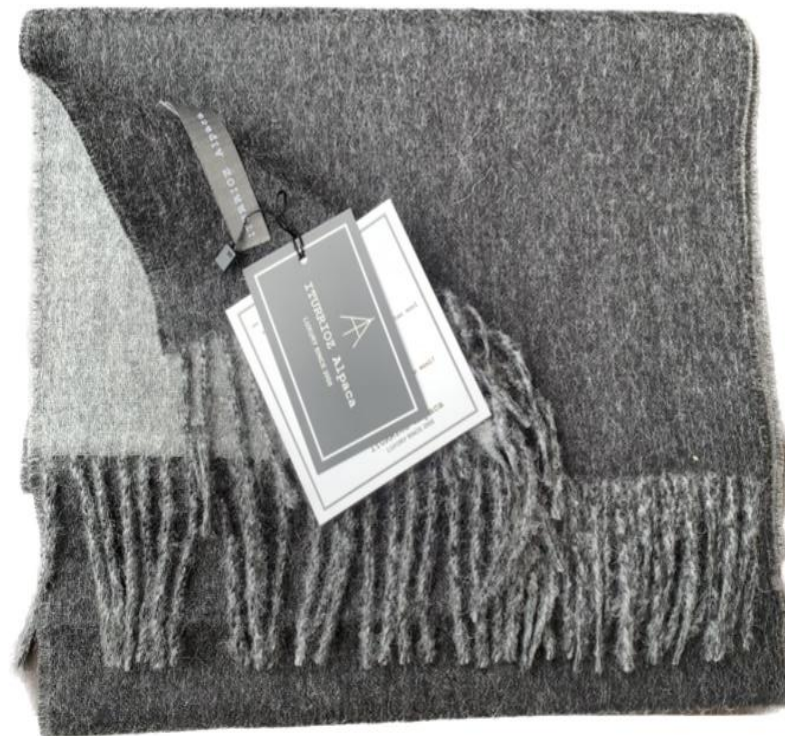
DBBAPT - 211 / 282 - Tobacco / Cemento

DFBAPT - 500 / GR002 - Black / Silver

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*



*Measurement W/ fringes included. Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.



ITURRIOZ alpaca

Silent Luxury

Double Face Baby Alpaca PREMIUM Throw

DFBAPT - GR002 / GR001
Silver / Ice Grey

100% Baby Alpaca
130 x 180 Cm / 71 x 71 In*
630 Grs. / 1.390 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*

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ITURRIOZ alpaca

Silent Luxury

**Double Face Baby Alpaca
PREMIUM Throw**

DFBAPT - 211 / 282

Tobacco / Cemento

100% Baby Alpaca

130 x 180 Cm / 71 x 71 In*

630 Grs. / 1.390 Lb

*An Hypoallergenic,
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& Intelligent Fiber.*

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ITURRIOZ alpaca

Silent Luxury

**Double Face Baby Alpaca
PREMIUM Throw**

DFBAPT - 500 / GR002

Black / Silver

100% Baby Alpaca

130 x 180 Cm / 71 x 71 In*

630 Grs. / 1.390 Lb

*An Hypoallergenic,
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& Intelligent Fiber.*

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ITURRIOZ alpaca

Silent Luxury

Heavy Squares Color Baby Alpaca PREMIUM Throw

HSCBAPT - C001

Multi Color

100% Baby Alpaca
130 x 180 Cm / 71 x 71 In*
630 Grs. / 1.390 Lb

*An Hypoallergenic,
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& Intelligent Fiber.*



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ITURRIOZ alpaca

Silent Luxury

Heavy Squares Colors Baby Alpaca PREMIUM Throw

HSCBAPT - C001

Multi Color

100% Baby Alpaca

130 x 180 Cm / 71 x 71 In*

630 Grs. / 1.390 Lb

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ITURRIOZ alpaca

Silent Luxury

**Border Free Double Face
Baby Alpaca PREMIUM
King Blanket**

BFDLBAPKB - 202 / 282

Chalk / Cemento

100% Baby Alpaca

220 x 220 Cm / 86 x 86 In

1000 Grs / 2.205 Lb

Dry Clean Only

Hypoallergenic



ITURRIOZ alpaca

Silent Luxury

Hospitality Collection

Our **Hospitality Collection** is the balance between Luxury and Simplicity combined with an international touch, acquired through experience over the world.

Discover the New Hospitality Collection to refine any hotel interiors and environments with an exquisite style.





ITURRIOZ alpaca

Silent Luxury

*Balancing Modernes
& Timeless Elegance*

**Marbella Baby Alpaca
PREMIUM King Blanket**

Our Marbella Baby Alpaca PREMIUM King Blanket is a classic Silent Luxury.

Ultra soft, light, warmly and with a spectacular drape.

Thanks to its high quality and simplicity, it will be your favorite piece and will accompany you during all times of the year.

Due to its neutrality and simplicity, it easily adapts to every style and sizes, whether to elevate a bedroom on elegant occasions or for everyday use.

Its size is generous, allowing it to easily adapt to different measurements. Ideal for cool summer nights on the beach, at the ranch, in the mountains or in the city.



ITURRIOZ alpaca
Silent Luxury

Marbella Baby Alpaca PREMIUM King Blanket

KING Size Blanket

PREMIUM & Exclusive Blanket made with the finest quality of Baby Alpaca fiber and stitched at 45 degrees on all the four sides. KING Size.

Our Marbella Baby Alpaca PREMIUM King Blanket due to its neutrality and simplicity, it easily adapts to every style and sizes, whether its ideal to elevate a room on special occasions or for everyday.

Its size is generous, allowing it to easily adapt to different measurements.

Ideal for cool summer nights at the beach, at the ranch, in the mountains or in the city.





ITURRIOZ alpaca

Silent Luxury

KING SIZE BLANKET - Hospitality Line

Marbella Baby Alpaca PREMIUM King Blanket

MBAPKB

100% Baby Alpaca
160 x 240 Cm / 63 x 94 In
900 Grs / 1.984 Lb

4 Natural Solid Colors:

MBAPKB - 204 - Vicuña

MBAPKB - 284 - Visón

MBAPKB - GR001 - Ice Grey

MBAPKB - GR003 - Graphite

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*



Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.



ITURRIOZ alpaca

Silent Luxury

Marbella Baby Alpaca PREMIUM King Blanket

MBAPKB - 284
Visón

PREMIUM & Exclusive Blanket made with the finest quality of Baby Alpaca fiber and stitched at 45 degrees on all the four sides. KING Size.

100% Baby Alpaca
160 x 240 Cm / 63 x 94 In
900 Grs / 1.984 Lb

*An Hypoallergenic,
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& Intelligent Fiber.*

Hospitality Line

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ITURRIOZ alpaca

Silent Luxury

Marbella Baby Alpaca PREMIUM King Blanket

MBAPKB - 284

Visón

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100% Baby Alpaca
160 x 240 Cm / 63 x 94 In
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Hospitality Line

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ITURRIOZ alpaca
Silent Luxury

ITURRIOZ alpaca
Silent Luxury

**Marbella Baby Alpaca
PREMIUM King Blanket**

MBAPKB - GR001
Ice Grey

PREMIUM & Exclusive Blanket made with the finest quality of Baby Alpaca fiber and stitched at 45 degrees on all the four sides. KING Size.

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ITURRIOZ alpaca

Silent Luxury



**Marbella Baby Alpaca
PREMIUM King Blanket**

MBAPKB - GR003

Graphite



ITURRIOZ alpaca
Silent Luxury

PREMIUM & Exclusive Blanket made with the finest quality of Baby Alpaca fiber and stitched at 45 degrees on all the four sides. KING Size.

100% Baby Alpaca

160 x 240 Cm / 63 x 94 In

900 Grs / 1.984 Lb



*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*

Hospitality Line

Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.



ITURRIOZ alpaca

Silent Luxury

**Marbella Baby Alpaca
PREMIUM King Blanket**

MBAPKB - GR003

Graphite

PREMIUM & Exclusive Blanket made with the finest quality of Baby Alpaca fiber and stitched at 45 degrees on all the four sides. KING Size.

100% Baby Alpaca

160 x 240 Cm / 63 x 94 In

900 Grs / 1.984 Lb

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**Marbella Baby Alpaca
PREMIUM King Blanket**



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ITURRIOZ alpaca

Silent Luxury

Marbella Baby Alpaca PREMIUM King Blanket

MBAPKB - 204

Color: Vicuña

PREMIUM & Exclusive Blanket made with the finest quality of Baby Alpaca fiber and stitched at 45 degrees on all the four sides. KING Size.

100% Baby Alpaca
160 x 240 Cm / 63 x 94 In
900 Grs / 1.984 Lb

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ITURRIOZ alpaca
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Marbella Baby Alpaca PREMIUM King Blanket

MBAPKB - 204

Color: Vicugña

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Marbella Baby Alpaca PREMIUM King Blanket

MBAPKB - 204
Color: Vicuña



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**Marbella Baby Alpaca
PREMIUM King Wide Blanket**
MBAPKWB - 284
Visón

**Marbella Baby Alpaca
PREMIUM King Wide Blanket**
MBAPKWB - GR001
Ice Grey



ITURRIOZ alpaca
Silent Luxury

**Marbella Baby Alpaca PREMIUM
King WIDE Blanket**

MBAPKWB
100% Baby Alpaca
178 x 218 Cm / 70 x 85 In
900 Grs / 1.984 Lb

PREMIUM & Exclusive Blanket made with the finest quality of Baby Alpaca fiber and stitched at 45 degrees on the four sides. KING Size.

2 Natural solid colors:

MBAPKWB - 284 / Visón

MBAPKWB - GR001 / Ice Grey

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*

Hospitality Line



Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.



ITURRIOZ alpaca
Silent Luxury

Marbella Baby Alpaca PREMIUM King Wide Blanket

MBAPKWB - GR001
Ice Grey

PREMIUM & Exclusive Blanket made with the finest quality of Baby Alpaca fiber and stitched at 45 degrees on all the four sides. KING Size.

100% Baby Alpaca
178 x 218 Cm / 70 x 85 In
900 Grs / 1.984 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*

Hospitality Line

Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.





ITURRIOZ alpaca

Silent Luxury

Marbella Baby Alpaca PREMIUM King Wide Blanket

MBAPKWB - 284
Visón

PREMIUM & Exclusive Blanket made with the finest quality of Baby Alpaca fiber and stitched at 45 degrees on all the four sides. KING Size.

100% Baby Alpaca
178 x 218 Cm / 70 x 85 In
900 Grs / 1.984 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*

Hospitality Line

Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.



ITURRIOZ alpaca

Silent Luxury

For Babies!

PREMIUM & Exclusive Receiving Baby Blanket made with the finest quality of Baby Alpaca fiber and stitched at 45 degrees on the four sides. KIDS Line!

Noah Baby Alpaca Receiving Baby PREMIUM Blanket

NBABPB - GR001
Ice Grey

100% Baby Alpaca
104 x 127 Cm / 41 x 50 In

Valentine Baby Alpaca Receiving Baby PREMIUM Blanket

VBABPB - 207
Sand

100% Baby Alpaca
104 x 127 Cm / 41 x 50 In

An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.

Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.





ITURRIOZ alpaca

Silent Luxury

ACCESSORIES / SCARF

**Classic Baby Alpaca
PREMIUM Scarf**

CBAPSCRF

100% Baby Alpaca
30 x 180 Cm / 12 x 71 In*
135 Grs. / 0.98 Lb

Natural Solid Colors:

CBAPSCRF - 100 / Off White

CBAPSCRF - 284 / Visón

CBAPSCRF - GR001 / Ice Grey

CBAPSCRF - GR003 / Graphite

CBAPSCRF - 500 / Black

Solid Dyed Color:

CBAPSCRF - AZ002 / Blue

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*



ITURRIOZ alpaca

Silent Luxury

*Measurement W/ fringes included. Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.



ITURRIOZ alpaca

Silent Luxury

**Classic Baby Alpaca
PREMIUM Scarf**

CBAPSCRF - 100

Off White

100% Baby Alpaca

30 x 180 Cm / 12 x 71 In*

135 Grs. / 0.98 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*



*Measurement W/ fringes included. Care Instructions: Dry clean only with appropriate solvents. All our dyes used in producti
Trade. Made in Peru.

Proudly Fair



ITURRIOZ alpaca
Silent Luxury



ITURRIOZ alpaca

Silent Luxury

**Classic Baby Alpaca
PREMIUM Scarf**

CBAPSCRF - 284

Visón

100% Baby Alpaca

30 x 180 Cm / 12 x 71 In*

135 Grs. / 0.98 Lb

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Biodegradable, Rare
& Intelligent Fiber.*



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ITURRIOZ alpaca

Silent Luxury

Classic Baby Alpaca PREMIUM Scarf

CBAPSCRF - GR001
Ice Grey

100% Baby Alpaca
30 x 180 Cm / 12 x 71 In*
135 Grs. / 0.98 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*



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ITURRIOZ alpaca

Silent Luxury

**Classic Baby Alpaca
PREMIUM Scarf**

CBAPSCRF - GR003

Graphite

100% Baby Alpaca

30 x 180 Cm / 12 x 71 In*

135 Grs. / 0.98 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*



*Measurement W/ fringes included. Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.

ITURRIOZ alpaca

Silent Luxury

Classic Baby Alpaca PREMIUM Scarf

CBAPSCRF - 500
Black

100% Baby Alpaca
30 x 180 Cm / 12 x 71 In*
135 Grs. / 0.98 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*



*Measurement W/ fringes included. Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.





ITURRIOZ alpaca

Silent Luxury

**Classic Baby Alpaca
PREMIUM Scarf**

CBAPSCRF - AZ002

Blue

100% Baby Alpaca

30 x 180 Cm / 12 x 71 In*

135 Grs. / 0.98 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*



*Measurement W/ fringes included. Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.



ITURRIOZ alpaca

Silent Luxury

**Double Face Baby Alpaca
PREMIUM Scarf**

DFBAPSCRF

100% Baby Alpaca
30 x 180 Cm / 12 x 71 In*
160 Grs. / 0.36 Lb

2 Natural Colors Comb.:
DFBAPSCRF - GR001 / GR003 - Ice Grey / Graphite
DFBAPSCRF - 207 / 211 - Sand / Tobacco

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*



*Measurement W/ fringes included. Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.



ITURRIOZ alpaca

Silent Luxury

**Double Face Baby Alpaca
PREMIUM Scarf**

DFBAPSCRF - 207 / 211

Sand / Tobacco

100% Baby Alpaca

30 x 180 Cm / 12 x 71 In*

160 Grs. / 0.36 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*



*Measurement W/ fringes included. Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.

ITURRIOZ alpaca

Silent Luxury



**Double Face Baby Alpaca
PREMIUM Scarf**

DFBAPSCRF - GR001 / GR003
Ice Grey / Graphite

100% Baby Alpaca
30 x 180 Cm / 12 x 71 In*
160 Grs. / 0.36 Lb

*An Hypoallergenic,
Biodegradable, Rare
& Intelligent Fiber.*



*Measurement W/ fringes included. Care Instructions: Dry clean only with appropriate solvents. All our dyes used in production are AZO free. Proudly Fair Trade. Made in Peru.



ITURRIOZ alpaca
Silent Luxury



PREMIUM Quality

Baby Alpaca Color Throws

PURE COLOR LINE

100% Baby Alpaca
130 x 180 Cm / 51 x 71 In

HYPOALLERGENIC





ITURRIOZ alpaca

Silent Luxury

Since 2006

**KI-LIFE SUSTAINABLE AWARD 2024
MILANO HOME 2024 - FIERA di MILANO**

FINALIST

The Nominations & Prize were reserved for those companies who have created and launched products or projects in the field of Sustainable Development, respect for the Environment and Social Responsibility.

<https://www.kilifeaward.it/finalista/iturrioz-alpaca/>

KI-LIFE
SUSTAINABLE AWARD

THE SUSTAINABLE
AWARD

MILANO
HOME
your way of living



FIERA MILANO



**The industries in which we produce
have the following certifications:**





**20 years of experience,
one same chain of trust.**

At **ITURRIOZ alpaca**, we work exclusively with Peru's most respected textile mills, certified under the highest international standards: RAS (Responsible Alpaca Standard), OEKO-TEX® Standard 100, Fair Trade Perú - Good Practices and GOTS Natural Fiber Control.

Our founder has maintained direct collaboration with these mills for over two decades, having served as an official representative of one of them — ensuring deep expertise in the fiber, its transformation, and full traceability from origin to final product.

Each piece is born from an ethical, transparent, and verifiable chain — from the Andes to your home.



Ethically made · Socially conscious · Crafted with Andean soul - Ethics & Community

At every stage of our production, we ensure full compliance with labor laws and ethical working relationships.

Alpaca herding and fiber work play a vital role in the livelihood of Andean highland communities, sustaining thousands of families who preserve this ancient craft.

ITURRIOZ alpaca collaborates with both industrial and artisanal production, providing fair employment to women artisans who handcraft original and one-of-a-kind pieces.

Each blanket is a reflection of ethical work, responsibility, and human connection.





Sustainability & Responsibility

ITURRIOZ alpaca embraces **sustainability** as a **core value** — merging environmental responsibility with timeless design and ethical production. Each piece reflects a conscious commitment to nature, craftsmanship, and the people behind every stage of its creation.

Key Sustainability Metrics

- **Carbon Footprint:** 45–80 kg CO₂-eq per kg of fiber (30–40% lower than other luxury fibers)
- **Water Efficiency:** minimal water use throughout the processing stage
- **Animal Welfare:** ethical, no-harm shearing and humane herd management
- **Durability:** more than 10 years of lifespan with proper care
- **Biodegradability:** 100% natural, renewable and compostable fiber

Silent Luxury that respects nature and preserves life.





ITURRIOZ alpaca

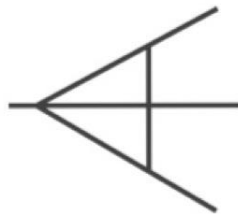
Silent Luxury

Classic Baby Alpaca PREMIUM Stole
Vicugna
100% Baby Alpaca

• MILANO, ITALY

ITURRIOZ alpaca

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@gsassone49

@labourgognepde

• PUNTA DEL ESTE EN URUGUAY

Classic Baby Alpaca PREMIUM Wrap

Camel

100% Baby Alpaca

One Size Only



ITURRIOZ alpaca
Silent Luxury

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LICHELE SILVESTRY INTERIORS - PARIS
& Ph. Heidi Jean Feldman - PARIS
Thanks so much!

By ANDREA LAZARO



EXPRESION NATIVA

Prendas pensadas en Argentina, producidas en Perú y con presencia en Europa.

"La alpaca es la fibra del futuro", le escuchó decir Mariana Iturriz Mardones a un amigo durante una visita a Perú a comienzos de los años 2000. Inmediatamente quiso conocer más sobre esta fibra natural de propiedades excepcionales de una especie nativa de América del Sur. En la experiencia de recorrer la cadena productiva de la alpaca vio una oportunidad para aplicar sus vastos conocimientos en comercio internacional. Unos pocos años después creó las marcas Baby Alpaca Collection e ITURRIOZ alpaca Silent Luxury para llegar a los mercados mundiales del lujo.

V OFFICIEL: ¿Cuál es tu definición de lujo silencioso?

MARIANA ITURRIOZ MARDONES: Se trata de un estilo sigiloso y sutil, sin logos a la vista ni extravagancias. Es parte de una forma de vida que entiende el lujo como algo cotidiano. Salvo para la mirada experta, puede pasar desapercibido. Se lo identifica por detalles que revelan alta calidad. El empleo de materiales nobles, un diseño de líneas netas, terminaciones impecables, cortes de excelente caída y la preferencia por los colores naturales son algunos de sus atributos.

VO: ¿Por qué elegiste ese estilo?

MM: Adquirí mi primer tapado de alpaca en la tienda neoyorquina Saks en el año 1990. Una tía que me llevaba de compras allí, me enseñó a valorar las cualidades de una buena prenda. En aquel entonces desconocía las propiedades de este material; el tapado resultó fabuloso! Lo lucí a lo largo de muchísimos años sin ser consciente de lo que llevaba puesto.

VO: ¿Cuándo surgió tu interés por las fibras naturales?

MM: Por diferentes motivos, he viajado frecuentemente a Perú desde el año 1985 y la alpaca me llamó la atención desde el primer momento. En el año 2006, durante un almuerzo en Lima, me comentaron que la segunda alpaca del país había abierto sus primeras tiendas y me invitaron a visitarlas. Quedé fascinada. Meses después volví y tomé contacto con la empresa líder de exportación del hilado. En una charla informal le comenté a uno de sus directivos acerca de mi experiencia con el comercio internacional y mis conocimientos sobre diferentes mercados. En breve me llamó para ofrecermé una colaboración para la exportación de producto terminado, un proyecto nuevo. Así comencé a contactar a los grandes clientes y distribuidores del mundo.

VO: ¿Cuándo iniciaste tu propia línea?

MM: Al poco tiempo empecé a desarrollar productos de tejido plano industrial con mucho éxito. En el año 2008 creé la etiqueta Baby Alpaca Collection y nuestros diseños fueron sumamente bien recibidos y requeridos. En el año 2010 comencé a exportar pequeños volúmenes desde Perú a Estados Unidos y, en el año 2022, aposté por el mercado europeo. Para eso constituí una sociedad en Málaga desde donde puedo distribuir al resto del continente y desarrollé ITURRIOZ alpaca, Silent Luxury. Hoy en día la marca tiene presencia en París y San Juan de Luz, Barcelona, Marbella, Nueva Andalucía, Sotogrande y, con exclusividad, en Gibraltar.

VO: ¿Qué características tiene esta fibra en particular?

MM: La alpaca baby no es necesariamente producto de la primera esquila del animal, se puede obtener de alpacas adultas en cantidades mínimas. La calidad de una fibra está definida por su grosor, que en este caso es de entre 16 y 23 micrones. Eso hace que sea siete veces

**LICHELLE SILVESTRY INTERIORS - PARIS
& Ph. Heidi Jean Feldman - PARIS
Thanks so much!**

más abrigada que la lana de oveja, tan suave como el cachemir y mucho más liviana. Además, es hiperalérgica por su bajo contenido de lanolina. Es biodegradable y, dada su constitución, repele el agua. La alpaca es una fibra rara e inteligente y de larga duración.

VO: ¿Qué criterios de sostenibilidad rigen la producción?

MM: En primer lugar, hay que destacar que a lo largo de todas las etapas de la cadena no existen ni el trabajo infantil ni las condiciones de trabajo esclavizantes. La esquila respeta los principios del cuidado animal, siendo hasta beneficiosa si se realiza en tiempo y forma. La fibra obtenida es clasificada manualmente siguiendo una técnica ancestral. El hilado insuñe unos treinta días, luego, pasa a la etapa de tejeduría en unos telares armados a la medida de los diseños.

VO: ¿Los productos cuentan con certificaciones?

MM: Orgullosamente puedo decirte que todas las plantas industriales con las que trabajo tienen el sello Comercio Justo. Para obtener la calidad Premium que demanda la exportación empleamos alta tecnología y mano de obra calificada. El mercado europeo es muy exigente y es sumamente importante dar cuenta del trato que reciben los animales.

VO: En cuanto a los camélidos sudamericanos, ¿son todos conocidos en los mercados internacionales?

MM: Todos, y muy apreciados. En escala de valoración y precio, de mayor a menor, se ordenan así: la vicuña, el guanaco, la alpaca y la llama. Actualmente, la alpaca baby compite internacionalmente con el cachemir por sus excelentes propiedades y su condición de sostenible. Si bien se produce en otras partes del mundo, la peruana se distingue por su calidad. La alimentación de los animales en base a la quinua del altiplano andino le otorga un brillo y una suavidad increíbles.

“LA alimentación DE
LOS ANIMALES
EN BASE A LA
quinua DEL
ALTIPLANO andino
LE OTORGA A LA
FIBRA UN brillo
Y UNA suavidad
INCREIBLES”.

VO: ¿Alguna vez pensaste en incorporar producción artesanal?

MM: He desarrollado colecciones con artesanos tejedores de Puno, Perú. En muchas oportunidades he permanecido en la alta montaña acompañando y supervisando el trabajo, mi vínculo con las comunidades siempre fue muy bueno. Lamentablemente, para mi tipo de proyecto los volúmenes artesanales son mínimos, llevan más tiempo y el resultado no es uniforme. Un producto de esas características demanda otro tipo de comercialización.

VO: ¿Quiénes diseñan los productos?

MM: En el caso de Baby Alpaca Collection los diseños son propios de los tejedores. En ITURRIOZ alpaca el diseño es más simple con prevalencia de los colores naturales. Esta línea se especializa en mantas, throw, bufandas, estolas, capas y wrap.

VO: ¿Cuáles son tus planes a futuro?

MM: La idea es incorporar otras fibras como el guanaco y la vicuña e ir sumando piezas como suéters y chalcos. Mientras tanto, voy a continuar introduciendo la marca en Bélgica, Italia, Alemania y Suiza. ■



lofficielarg "La alpaca es la fibra del futuro", le escuchó decir Mariana Iturrioz Mardones a un amigo durante una visita a Perú a comienzos de los años 2000.

Inmediatamente quiso conocer más sobre esta fibra natural de propiedades excepcionales de una especie nativa de América del Sur.

En la experiencia de recorrer la cadena productiva de la alpaca vio una oportunidad para aplicar sus vastos conocimientos en comercio internacional. Unos pocos años después creó las marcas Baby Alpaca Collection

(@babyalpacacollection) e ITURRIOZ alpaca Silent Luxury para llegar a los mercados mundiales del lujo:

"Orgullosamente puedo decir que todas las plantas industriales con las que trabajo tienen el sello Comercio Justo. Para obtener la calidad Premium que demanda la exportación empleamos alta tecnología y mano de obra calificada"

Leé más en nuestro último número y en lofficiel.com.ar.
Por @lazarro_andrea.

Fotografías: Heidi Jean Feldman, Paris

Diseño de interiores: Lichelle Silvestry Interiors, París.







ITURRIOZ alpaca

Silent Luxury

ITURRIOZ Alpaca, SLU

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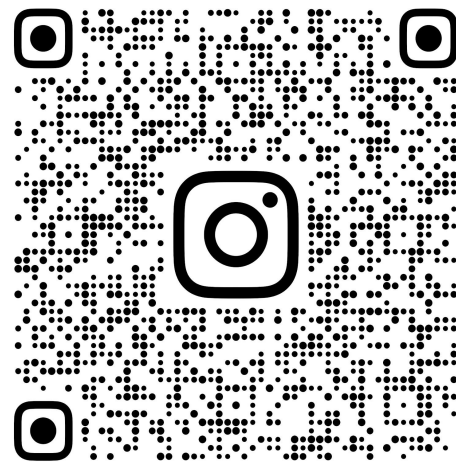
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