

SEVEN HILLS

BY MOORE & GILES



Seven Hills: History in Every Stitch

Things that matter, last. And things that last, matter. This is the story of leather rediscovered. This is the story of American craftsmen plying their trade. This is the story of artisans breathing new life into once-discarded hides. This is the story of meticulous crafting. This is the story of refined details. This is the story of small batch artifacts. This is the story of leather, of America, and the rich history woven through each and every stitch.

This is the story of Seven Hills.

Local

From Lynchburg, VA—the City of Seven Hills—to celebrated tanneries across the country, each with their own storied history, the Seven Hills Collection brings together a select group of American leather craftsmen, united by a shared commitment to heritage, quality, and community spirit.

Limited

Seven Hills leather goods are handcrafted in small batches, made one at a time in limited quantity runs. American craftsmen ply their time-tested trade to create true artifacts proudly made right here. Each piece is a treasured keepsake to last through the years.

Lasting

Things that matter, last. And things that last, matter. Seven Hills is the story of leather rediscovered, of artisans breathing new life into once-discarded hides. Each is made with meticulous care, with history woven through every stitch.

Seven Hills: A Story of American Craftmanship

BY MOORE & GILES

What is the story of these bags?
Really, it's your story.

We just had the honor of starting it...

Since 1933, we've been immersed in the world of leather—thousands of hides passed through our hands, each with its own origin, its own character, its own quiet beauty. Over the decades, we've built lasting relationships with tanneries, craftspeople, and customers who share our belief that what we carry through life should matter.

Seven Hills is the result of a simple question: If we could create without compromise—what would we make?

The answer is a collection rooted in American soil. It begins with hides sourced as a sustainable byproduct of local farms, then entrusted to Horween and Hermann Oak—legendary American tanneries where time-honored techniques and family-held recipes are still in practice today. Each hide is transformed slowly and purposefully, with a depth of character that only comes from experience passed down through generations.

From there, our team at Moore & Giles shaped the vision—selecting every material, every detail, and carefully choosing partners who share our values. We collaborated with American artisans who work in small batches, by hand, with patience and precision. Every detail—from the solid brass hardware to the American-woven linings—is sourced with care and intention. Nothing is rushed. Nothing is wasted.

These bags are made to be lived with. To soften and shape to your rhythm. To hold meaning. To last.

They're companions. They're proof that true craftsmanship still exists. They're heirlooms in the making. And most importantly—they're ready to carry your story next.

What lasts, matters.
Seven Hills is a testament to that.

Quotes

SACKETT WOOD
CEO, MOORE & GILES

“It’s more than a bag. It’s a promise that what lasts matters, and what matters lasts.”

Brand philosophy / Enduring values

“Leather has a way of refining and evolving over time. The journey of this bag has been years in the making, but really, its story starts with you.”

Customer connection / Longevity

“You can’t have craftsmanship without the right material, and so you’ve got to create the right materials to showcase American craftsmanship, and I think that’s what’s happened here with Seven Hills.”

Material integrity / American craftsmanship

“It’s the details—the hand-painted edges, the stitching, the lining—that make this bag something truly special. We’re proud of it, and we hope it stays with you for a lifetime.”

Design details / Pride in craftsmanship

“Seven Hills took years to bring to life. It wasn’t easy—but seeing the result, it’s clear: it was worth it. We’ve created something that lasts.”

Brand journey / Dedication to quality

A STORY CLOSE TO HOME

Responsibly Made in the USA

Every step of our process happens here in the U.S.—from sourcing to tanning to crafting. We work with American partners who share our respect for the land and the legacy of craft. Our hides are a natural byproduct, thoughtfully transformed into timeless pieces through skill, care, and intention. This is leather made responsibly, beautifully, and close to home.

MADE IN THE USA ISN'T JUST A LABEL—IT'S OUR COMMITMENT TO CREATING RESPONSIBLY AND BEAUTIFULLY, RIGHT HERE AT HOME.

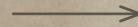




The Story Begins Here

[WATCH THE VIDEO](#)

EXPLORE THE
Seven Hills
Collection





SEVEN HILLS

Benny Duffel



Built for the Journey. Made to Endure.

The Benny Duffel is a refined take on a travel essential. Thoughtfully built with expandable sides, smart interior organization, and a quick-access exterior zip pocket, it keeps your journey smooth and your valuables close. The supple leather and tailored silhouette make it equally at home in an overhead bin or a weekend cabin.



SEVEN HILLS

James Club Bag

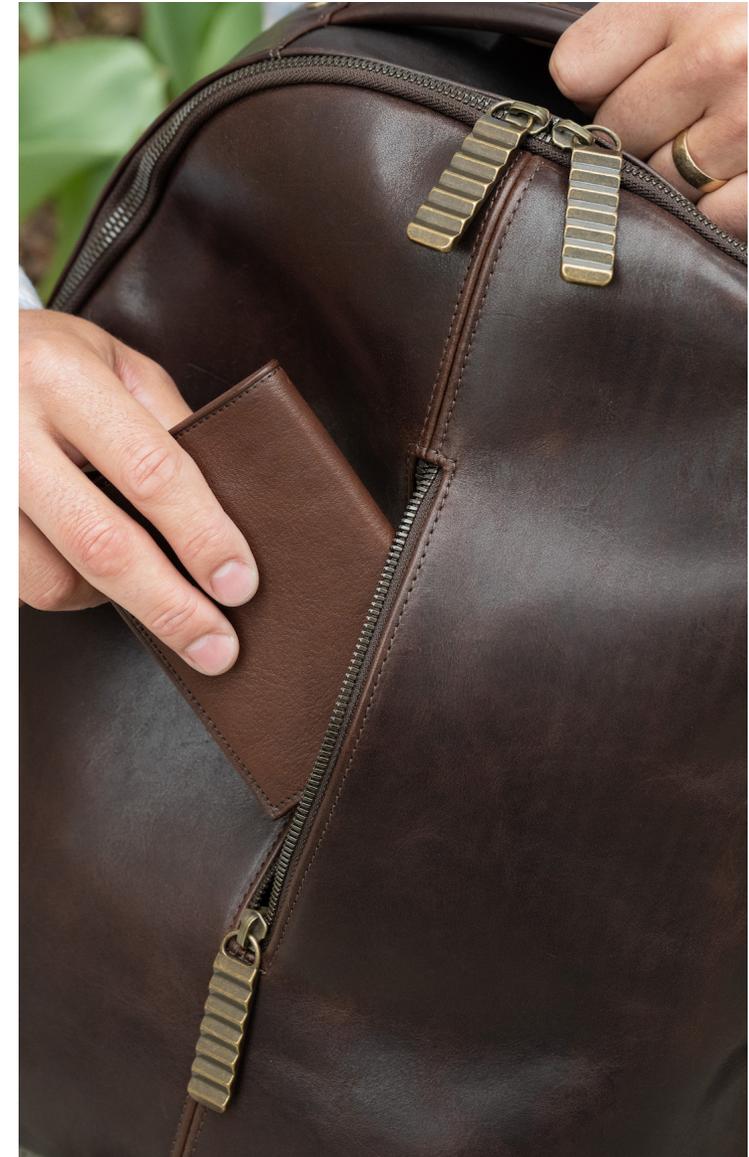


Smartly sized. Surprisingly roomy.

The James Club Bag offers ample space for your essentials while keeping things organized and refined. Perfect for short trips or busy days, it features expandable sides, an exterior pocket, and an organized interior. Keep your work gear separated from your gym clothes or toiletries with ease. The detachable shoulder strap ensures a comfortable, hands-free experience, whether you're heading to the office or catching a flight.

SEVEN HILLS

Armstrong Backpack



Ready for wherever the day takes you.

Whether you're commuting, catching a flight, or exploring a new city, the Armstrong Backpack is designed for those who need to stay organized without sacrificing style. Its smart, professional exterior and comfortable adjustable straps ensure you're always ready to go. Multiple interior pockets, including one for your laptop, keep everything in place and easily accessible, making it the perfect partner for your busy, mobile lifestyle.



SEVEN HILLS

Charlie Wash Kit



Everything in its place.

for The Charlie Wash Kit brings organized elegance to your daily grooming routine. With a zippered interior pocket for small items and a full-zip top that lets you easily access your essentials, it's designed to keep everything neat and within reach. The charming loop handle adds a touch of practicality, making it easy to carry from the gym to your next getaway or to your weekend cabin.



SEVEN HILLS

Massie Duffel



Wherever the weekend takes you.

Whether you're packing for a weekend getaway or a spontaneous escape, the Massie Duffel is designed for your active lifestyle. Its sleek, spacious interior and soft leather provide the perfect balance of function and luxury. Internal gussets keep your belongings secure, while tapered handles ensure comfort. It's the perfect companion for quick getaways or everyday use.



SEVEN HILLS

Massie Tote



Timeless form. Endless function.

The Massie Tote is a modern classic, designed to carry it all—effortlessly. Made from large, uninterrupted panels of supple leather, its clean lines and generous size make it the ultimate everyday companion. Perfect for work, travel, or errands, this versatile tote will quickly become your go-to bag, adapting to all the ways you live and move.



SEVEN HILLS

Massie Satchel



Elevated ease for everyday carry.

The Massie Satchel combines everyday functionality with refined elegance. Its spacious, lined interior and drop-in pocket for valuables make it ideal for daily use, while the adjustable strap allows for a hands-free carry. Whether you're heading to work or meeting friends for a weekend outing, this relaxed yet sophisticated bag fits seamlessly into your routine.



SEVEN HILLS

Sydney Clutch



Soft in hand. Strong in style.

The Sydney Clutch offers the perfect blend of understated elegance and modern sophistication. Its plush leather body, magnetic closures, and houndstooth-lined interior make it a striking yet practical choice for evenings out or special occasions. Whether tucked under your arm or carried by hand, it adds a refined touch to your style.



SEVEN HILLS

Welden Clutch



Effortless Elegance, Anytime.

The Welden Clutch is an elegant statement piece designed for those who appreciate refined style. Its sculptural silhouette and refined finish make it perfect for any occasion, while the cut-out handles and discreet magnetic closure ensure your essentials are secure in style. Carry it by the handles or tuck it under your arm—either way, it adds a sophisticated touch to any outfit.



Global Assets

As a brand under the Moore & Giles umbrella, Seven Hills has its own distinct identity—but it's built on the foundation of Moore & Giles' longstanding commitment to craft and quality. Our Global Assets are the core elements that ensure consistency within the Seven Hills brand. These include our primary color palette, typefaces, and signature marks.

While Seven Hills may feature unique visuals tailored to its specific focus, these foundational assets take priority across all applications. They reflect the essence of Seven Hills while aligning with the broader Moore & Giles brand standards.

For general branding resources and guidelines, please reference the main Moore & Giles Brand Guide.

Logomark: *Primary*

The primary Seven Hills logomark is the cornerstone of our visual identity. It should be used in most applications to ensure brand recognition and consistency. Ideal for packaging, signage, digital, and all front-facing materials.

SEVEN HILLS
BY MOORE & GILES

SEVEN HILLS

Logomarks: *Supporting*

The secondary logomark offers flexibility for smaller formats or more subtle brand placement. Use this mark when space is limited or when a more refined brand presence is needed, such as on internal documents, small-scale prints, or social media avatars.

Seven Hills
BY MOORE & GILES

Seven Hills

7H

SEVEN **7** HILLS

7

XXXXXX

Typography: *Core Type*

FREIGHT TEXT

Span is a sophisticated serif typeface designed to bring elegance and sharpness to contemporary branding. With its high contrast, sculptural details, and distinctive tapered strokes, Span offers a timeless, editorial feel—perfectly aligned with the refined character of Seven Hills.

We use Span to express the classic, tailored side of our brand. It brings a sense of craftsmanship and clarity to headlines, subheads, and formal messaging.

Span *Text*

A Seven Hills core typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Freight Text Light

Freight Text Light Italic

Freight Text Book

Freight Text Book Italic

Freight Text Medium

Freight Text Medium Italic

Freight Text Semibold

Freight Text Semibold Italic

Freight Text Bold

Freight Text Bold Italic

Typography: *Core Type*

Moore & Giles' three main typefaces work in any location across our family of products. The classic mixture of serifs and sans serifs together symbolizes the quality and modernity of the Moore & Giles brand. All typefaces also support extended language needs, which serves the global nature of Moore & Giles through typography.

SOLEIL

Soleil is a graceful and reliable sans serif, useful in any situation. Beautiful yet practical, Soleil is designed for excellence in text-heavy settings while doubling as a capable and strong display typeface for headers and titles.

Soleil brings strength and modernity to the Moore & Giles brand through type.

We default to Soleil Regular for body copy, with tracking of 0. For headers, we default to Soleil Semibold in all caps with tracking of 100.

SOLEIL

A SEVEN HILLS CORE TYPEFACE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Soleil Light

Soleil Light Italic

Soleil Book

Soleil Book Italic

Soleil Regular

Soleil Italic

Soleil Semibold

Soleil Semibold Italic

Soleil Bold

Soleil Bold Italic

Typography: *Secondary Type*

HEIMAT MONO

Heimat Mono is a strong and striking monoweight type. Complete with six weights and many opentype settings, Heimat Mono is an excellent choice for a secondary typeface for any Moore & Giles product or visual. Not for use in body copy, Heimat Mono shines in manipulated forms, badges, or icons, and serves as a supporting typeface for Soleil and Freight Text.

We default to Heimat Mono bold. For use in short body copy, titles, headers, and tertiary graphics. Tracking of 200 when used in all caps.

HEIMAT MONO

A SEVEN HILLS CORE TYPEFACE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1234567890

Heimat Mono Light

Heimat Mono Light Italic

Heimat Mono Regular

Heimat Mono Regular Italic

Heimat Mono Semibold

Heimat Mono Semibold Italic

Heimat Mono Bold

Heimat Mono Bold Italic