

## FROM CONCEPT TO COTTON:

**How Tutto created  
“the everything sweater”**

Meg Morris Hale grew up in Annapolis, Maryland, surrounded by water, changing seasons, and a lifestyle that **required versatile clothing**. After graduating from the College of Charleston in 2006, she spent time abroad in Florence, Italy, an experience that would shape her approach to design for years to come.

While **studying apparel design** at the Lorenzo de’ Medici Institute, Hale learned a clothing philosophy centered on timelessness, quality, and intention. “Italians think about apparel differently,” she says. “Pieces are worn with purpose. They’re not overly precious, and they’re made to last.”

After years in the North, Hale found herself searching for something that felt elusive: clothing that was breathable and comfortable, yet sophisticated. When she moved back to

Charleston in 2021, that idea became the foundation for **Tutto Knitwear**.

The name, which means “everything” in Italian, reflects the brand’s goal: to create essential

pieces that work seamlessly for everyday life. Hale began by focusing on what she calls “**the everything sweater**,” choosing to perfect a single silhouette before thoughtfully expanding. “I wanted something that could move with you throughout the day,” she says. “You feel comfortable yet polished, and the quality is inherent.”

Made from 100-percent cotton, Tutto sweaters are machine washable and available in a variety of color combinations and timeless stripes. Tutto operates primarily as a direct-to-consumer brand, with a small presence in select Charleston retailers.

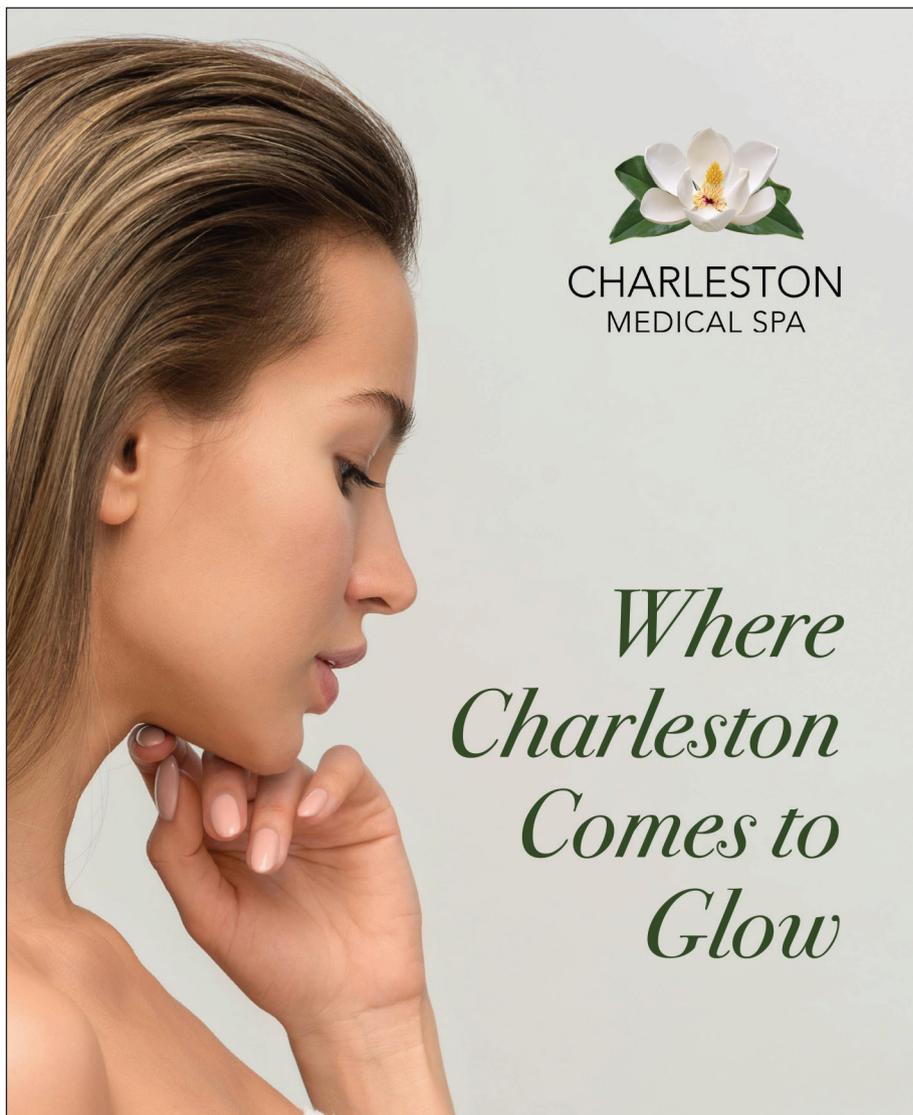
Above all, Hale hopes her sweaters make people feel confident and comfortable. “They’re meant to be worn,” she says. “To live in.”

—Alyssa Driggers



(Left) Tutto founder Meg Hale and (right) her “the everything sweater”

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