

# Leather Goods Are Her Bag



IF YOU GO

Curate by Stash  
 111 Bauer Rummel Road, Round Top  
 (281) 212-3929; stash-co.com

From left: Dopp Kit, Kayak Pack, and Artisan Journal with Wrap



Cheryl Schulke starts her day by taking a good, long look at her leather. As roosters crow in the distance and Radiohead blasts from an iPhone, she lays a 4-by-8-foot hide across a table, scrutinizing it. “Unlike other bag makers,” she says, “we spend time really looking, deciding what’s the most beautiful part.”

The self-taught leather worker runs her company, Stash, in a century-old former Haynes Mattress Factory in Sealy. Schulke and her team make one-of-a kind totes, backpacks, and pocketbooks by hand. They employ a “mindful over mass production” philosophy, she says. Once, for example, Schulke’s leather supplier sent her a piece of hide stamped with a TX brand. “I put that brand front and center on the bag I was making,” she says.

Schulke’s bags range in price from \$99 to \$599. Her best seller? The market bag, which is her version of a tote. The kayak bag is her leather take on the roll-down plastic bag used by kayakers. It’s made for daily use and can double as a small travel bag.

Schulke founded Stash in 2007. She took the name from the nickname her father gave her when he had to move a massive stash of vintage textiles she’d collected over the years. Schulke recently opened a new retail space in Round Top called Curate by Stash. It features Stash

bags, but also one-off pieces of art and clothing— items, she says, “with a story, history, and purpose.” Her goal is to expand her business while maintaining a high quality. “Even when we are producing several hundred units at a time,” Schulke says, “there is a thoughtfulness and handcraft to everything we do.”

—Deborah Lynn Blumberg