



FASHION

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The New Scandinavian Handbag Brand Dubai It Girls Rate

by KHAOULA GHANEM






Courtesy of Halm

You may not have heard of the name HALM, but chances are, you've seen the Dubai-based brand's handbags all over your Instagram feed. Of course, one wouldn't be able to tell considering that the luxurious leather bags are void of any blatant logos or in-your-face branding associated with most novelty bags. In fact, the embossed logo is hard to spot and the designers purposefully chose not to include any visible hardware on the bags. Beloved by the likes of Dana Hourani, Karen Wazen B, and Oumayma El Boumeshouli, the brand's limited edition debut handbag collection, 1:1, is the epitome of simple and practical Scandinavian design.

Homegrown in Dubai, the range of bags is the brainchild of Hanna Ransjö, a Swedish-born designer who's called the Emirate home for 25-years, Temperley London alumni Hannah Louise Brewer, and Astrid Dando who's lived in Dubai for well over a decade. The Swedish-British trio possessed a shared desire for a bag that

hard to find,” explains Ransjö to Vogue.me.

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create handbags that enhance the natural beauty of leather,” explains Kansjö. “As opposed to over-worked or over-treated leathers, I wanted to create a product that demonstrates the quality and craftsmanship that went into its making while celebrating the somewhat ‘lost’ appreciation of the true handicraft, traditions, and generations of talent behind the leather industry; going against the grain of mass production.”

HALM’s debut collection features five silhouettes. There’s The Tote, ideal for the jet-setter or working-woman; The Boxer, a chic, everyday bag; The Chilluxe, the brand’s signature piece; and two versatile clutches rendered Tutti and Allt. The color palette is neutral, and ranges from tan, pistachio, bright blue, and military green and the price point starts at AED/SAR 4,386.





Courtesy of Halm

When creating the pieces, the designers had a specific woman in mind. “We designed the collection for the multitasking contemporary woman who appreciates the simple beauty of well-designed bags,” she says. “Made in luxurious materials and textures, exuding effortless timeless style with a little *je ne sais quoi*.”



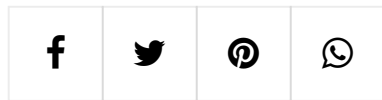
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Courtesy of Halm

HALM, which launched in September, is available for purchase online at halmonline.com.

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