



## L'ALINGI

WHAT'S IN THE NAME:

THE ANCIENT MIDDLE EASTERN NAME GIVEN TO THE VIBRANT ZESTY FRUIT PART OF THE ORANGE FAMILY: TANGERINE. THE UNIQUE VERNACULAR HAS A WESTERN RING TO IT; REPRESENTING THE FUSION OF VIVACIOUS WESTERN DIVERSITY INSPIRED BY INNOVATIVE ORIENTAL DESIGNS. A DIVERSELY SYMBOLIC FRUIT, L'ALINGI INTRINSICALLY REPRESENTS THE SWEET MIXTURE OF CULTURE AND HETEROCLITE EMBODIED IN UNCONVENTIONAL ARM CANDY.







L'ALINGI IS A CLUTCH BRAND THAT CHALLENGES NORMALISATION BY TRANSFORMING A CONVENTIONAL STAPLE ITEM INTO AN ECLECTICALLY UNIQUE STATEMENT PIECE, L'ALINGI'S DESIGN IS QUIRKY YET FEMININELY REFINED; CRAFTED AND CREATED TO THE HIGHEST CALIBRE. SET TO UNLEASH THE CHILD WITHIN THROUGH ITS UNCONVENTIONAL AND RADICALLY CHALLENGING DESIGN, L'ALINGI SEAMLESSLY INTERTWINES MUNDANE OBJECTS WITH LUXURIOUS RELICS, TO TRANSFORM THE COMMONPLACE CLUTCH INTO A CAPRICIOUS AND HUMOROUS WORK OF ART. L'ALINGI SUPPORTS THE USE OF UNCONVENTIONAL MATERIAL AND THE CONCEPT OF NEWNESS, WHILST MAINTAINING ITS ROOTS IN THE 'LUXURY CAN STILL BE FUN AND INDIVIDUALISTIC'













