



SHERENE MELINDA
LONDON



Sherene Melinda is a contemporary London-based designer handbag brand with a vibrant and sophisticated, yet playful South African-inspired style. Our current collection of ethically sourced authentic springbok hair-on-hide handbags are offered in a variety of distinctive textures and shades.

With a degree in technology and a master's in business Sherene wanted to step out of a corporate career and work with her passion for creativity and design. Growing up in South Africa with a great appreciation of the long-lasting nature and usefulness of leathers, as well as a natural ability for three dimensional thinking, and of course the love of a handbag, handbag design seemed the obvious route. This idea was re-affirmed after completing a handbag design course at the London College of Fashion and mastering the techniques of handbag construction. Teamed with Sherene's prior entrepreneurial experience the future path was clear and Sherene Melinda was established.

Since 2013, Sherene Melinda has released four collections, which have proved to be popular with customers, the trade and the press, garnering attention from the likes of Vogue, Tatler, Elle and Marie Claire. Last year we exhibited the handbags at various shows around the country and enjoyed our first London Fashion Week showcase collaboration. Having established a customer base in the UK, we are now expanding in Europe and in the United States.

When designing the latest collection inspiration was drawn from Sherene's heritage and experience in leading a cosmopolitan lifestyle. With the aim of creating a collection that has a universal appeal, the diversity of London's architecture and culture was used as a source for ideas. The handbags have been designed with a focus on integrating functionality with a luxurious and glamorous twist.



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SATCHEL

DIMENSIONS 25CM x 18CM x 5CM / 9.84" x 7.09" x 1.97"

COWHIDE LEATHER HANDBAG WITH ETHICALLY SOURCED SPRINGBOK HAIR-ON-HIDE
ADJUSTABLE DETACHABLE CROSSBODY LEATHER AND CHAIN STRAP
REMOVABLE HANDLE, INTERIOR ECO-FRIENDLY PIGSKIN LEATHER





SOPHY CLUTCH

DIMENSIONS 22CM x 15CM x 4CM / 8.66" x 5.91" x 1.57"

COWHIDE LEATHER CLUTCH AND SHOULDER BAG

WITH ETHICALLY SOURCED SPRINGBOK HAIR-ON-HIDE

INTERIOR ECO-FRIENDLY PIGSKIN LEATHER

DETACHABLE SILVER-COLOURED METAL CHAIN STRAP





BOXBAG

DIMENSIONS 30CM x 20CM x 20CM / 11.81" x 7.87" x 7.87"

COWHIDE LEATHER HANDBAG WITH ETHICALLY SOURCED SPRINGBOK HAIR-ON-HIDE

ADJUSTABLE DETACHABLE CROSSBODY LEATHER AND CHAIN STRAP

HANDLES FRONT TO BACK, INTERIOR ECO-FRIENDLY PIGSKIN LEATHER







UNISEX BACKPACK

DIMENSIONS 36CM X 30CM X 9CM / 14.17" X 11.81" X 3.54"

COWHIDE LEATHER BAG WITH ETHICALLY SOURCED SPRINGBOK HAIR-ON-HIDE

INTERIOR ECO-FRIENDLY PIGSKIN LEATHER

ADJUSTABLE STRAPS WITH A TOP HANDLE, OUTSIDE ZIPPED POCKET

COLOURS

NEUTRALS - BLACK, BLACK & STEEL GREY, NATURAL, NATURAL & BROWN

BRIGHTS - ORANGE, RED, YELLOW, LIME, APPLE GREEN

DARKS - PURPLE, ROYAL BLUE, BURGUNDY

LIGHTS - PINK, BABY BLUE, SILVER GREY, OLIVE



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