

SHERENE MELINDA

PRESS RELEASE

London-based designer handbag brand releases new collection

SHERENE MELINDA is a designer handbag brand with a South African inspired style that has, over the past 18 months, gained an increasing level of recognition amongst both the fashion industry and eagle-eyed fashionistas for their range of unique springbok handbags.

Having already graced the prestigious pages of the British Vogue, Tatler & Elle magazines with their previous season's collection of arm-candy, SHERENE MELINDA is now excited to announce the arrival of their latest show-stopping, two-piece range of luxurious handbags, offered in an diverse range of 15 striking colours.



The first is a time-honoured tote with a 1940's inspired style and shape, handcrafted using the most irresistible leather and eye-catching springbok hair-on-hide. This traditional tote has been designed with the purpose in mind of holding your day-to-day essentials whilst also emanating glitz and glamour for the evenings and night-time.



www.sherenemelinda.co.uk
shop@sherenemelinda.co.uk

0845 299 3845



The second is a conventional clutch, an easy-to-carry size, alluring handbag; perfect for daytime lunches and evening adventures. The clutch features both a magnetic and zip closure, allowing you to keep your possessions safe and compact while you let your hair loose. The bag includes a detachable chain strap, allowing you to also wear the bag over the shoulder or across the body. SHERENE MELINDA's latest clutch mixes classic with contemporary, providing you with a versatile handbag that will have a place at both the dinner table and the dance floor.



SHERENE MELINDA's newest styles both come in a range of vibrant colours, from casual blacks and browns to vivacious yellows and reds.

Keeping in line with their signature style, the inside of the new handbags are fully lined with entirely natural pig skin leather; which has the feel of real quality, the look of something special, and the scent of authenticity. The leather is untouched and not dyed artificially using any chemicals, meaning it is friendly to you, your possessions and the environment.





As part of the upcoming launch, the luxurious new collection from SHERENE MELINDA has already secured spots on the runways of Africa Fashion Week London and international trade event Pure London. It has also received coverage from Elle Magazine and will be available to buy in the lead up to Christmas.

For more information about the brand or to shop online, visit www.sherenemelinda.co.uk, email shop@sherenemelinda.co.uk, or call 0845 299 3845.

For all trade enquiries please contact shop@sherenemelinda.co.uk



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