

SHERENE MELINDA

PRESS RELEASE

London-based designer handbag brand partners with fashion press agency Apsley Public Relations

Apsley Public Relations has been appointed to handle the global PR strategy for London-based designer handbag brand SHERENE MELINDA, with a particular focus on global press, celebrity affiliation, and blogger outreach.

SHERENE MELINDA is excited to have reached the milestone of partnering with a fashion focused PR agency and now begins the journey with anticipation. The London-based brand with a South African inspiration is now 18-months old and has thus far developed a rapidly growing following for their signature style of unique springbok hair-on-hide handbags.

Since the brand's inception, they have designed and released three collections, all of which have strived to achieve eye-catching fashion whilst still maintaining comfort and functionality. In the wake of fashion's newest season, they are now releasing their newest two-piece collection, a range of time-honoured totes and classic clutches in an assortment of vibrant colours.

Their distinctive range of handbags has already caught the eye of fashion bloggers, journalists and customers; having previously lined the pages of British Vogue, Elle Magazine and Tatler. SHERENE MELINDA recently exhibited at international trade event Pure London and Africa Fashion Week London, on both occasions also taking the spotlight on the catwalk, and they are now eager to begin their partnership with Apsley PR.

Apsley Public Relations was founded in 2015 by James Apsley-Thompson, after he had spent several years working in fashion PR, both brand and agency side. Their accolades include previous experience working in the marketing department at Burberry, working with other national retailers, and also start-up e-tailers by introducing them to the media and celebrities.

Both brands have expressed their excitement in relation to the prospect of working together. SHERENE MELINDA believes that Apsley PR's network of contacts and standing in the fashion industry will help them to develop a larger audience and increase the reach of their one-of-a-kind luxury handbags. Apsley PR looks forward to: showcasing this amazing product to a plethora of journalists, celebrities and bloggers alike, both businesses mutually growing over the months to come and taking the SHERENE MELINDA brand to the next level!

Watch this space!



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For more information about either company, please visit:

www.apsleypr.com or www.sherenemelinda.co.uk

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