



SHERENE MELINDA
LONDON

PRESS RELEASE

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SHERENE MELINDA is a contemporary London-based handbag designer with a vibrant and sophisticated, yet playful South African-inspired style. The signature collection of Springbok hair-on-hide handbags are offered in a variety of distinctive textures and shades. The hair-on-hide is an ethically sourced material and each handbag is also made with the finest Italian nappa leather. Adding a luxurious touch, the entire collection is fully lined inside with soft leather, a design practice adopted from centuries gone by.

All the handbags have been designed with a focus on integrating functionality with a contemporary and glamorous twist. The use of colour and shape ensure that the handbags suit both urban and rural lifestyles and have a universal appeal that is attractive to the global fashion market.

History

SHERENE MELINDA released the first collection in early 2014, taking the business online through the development of the e-commerce website as well as actively promoting and selling the handbags at shows and venues around the UK, Europe and the US. The brand has garnered the interest of global buyers at trade events in London, New York, Paris, and Los Angeles. The loyal customer base is growing year on year with increasing number of stockists within the UK, Europe, US and in the Far East. In 2017 SHERENE MELINDA launched the brand with Harvey Nichols online, a firm recognition of the quality and unique style of the brand.

SHERENE MELINDA has proved to be popular with the press, attracting attention from prestigious publications such as Vogue, Tatler, Elle and Marie Claire and has developed an international following. Typical of the positive reaction is a quote from the world leading Italian international fashion magazine Collezioni Accessori's March 2017 review, "The British capital has added to all SHERENE MELINDA creations a certain post punk vein, refined and witty at the same time".

The handbags have been seen on the catwalk at London Fashion Week in collaboration with fashion brand Éthologie, a live stream covered by vogue.com and at Africa Fashion Week London on two occasions.





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2019 Collection

Each year brings a new collection and this year boasts handbags with inspiring design features and detailing, a range illustrating great variety of use and style.

The collection includes:

Portfolio Tote Bag - elegant and classically shaped Tote bag

Hobo - Slouchy and spacious, the perfect bag for any daytime use

Multiway – offered with two detachable straps it can be worn in at least nine different ways from crossbody to short shoulder bag, wristlet or clutch.

Mini Bag – Big enough for the essentials, can be worn short or as a crossbody using the detachable chain strap by day or transformed into a luxurious clutch bag for a special occasion.

As with the previous collections from SHERENE MELINDA these unique handbags are available in a range of both subtle tones as well as striking bold colours. They are selected to fit the trends of the season and are all designed with a distinctive hair-on-hide fan or stripe feature.

Price Range

Retail prices start from Mini Bag £295, Multiway £345, Hobo £390 and Portfolio Tote Bag £525.

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