



SHERENE MELINDA
LONDON



SHERENE MELINDA is a contemporary London-based designer handbag brand with a vibrant and sophisticated, yet playful South African-inspired style. The 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 stepped out of a corporate career to work with her passion for creativity and design. Growing up in South Africa and having a great appreciation of the long-lasting nature and usefulness of leathers, along with her love of a handbag, a career in 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 the business inception in 2013, SHERENE MELINDA has released a new collection each year with the introduction of new colours each season. The handbags have proved to be popular with customers, the trade and the press, garnering attention from the likes of Vogue, Tatler, Elle and Marie Claire.

Having established a desirable trade customer base in the UK and with an international appeal SHERENE MELINDA now has customers in Europe, the USA, Japan and China.

The latest designs in this collection are evidence of the hard work and dedication for continual improvement and this takes the handbag brand to a new level. The inspiration for this collection started with a reference to modern art using texture, lines and shape and adopting wide ranging colour. All the handbags have been designed with a focus on integrating functionality with a luxurious and glamorous twist.



LOU LOU POUCH

DIMENSIONS: 16CM x 18CM x 6CM / 6.3" x 7.09" x 2.36"

SMALL, SINGLE COMPARTMENT POUCH BAG WITH DRAWSTRING CLOSURE. HAIR-ON-HIDE FRONT PANEL. REMOVABLE HANDLE, ADJUSTABLE DETACHABLE CROSSBODY LEATHER AND CHAIN STRAP. INSIDE HIDDEN ZIPPED POCKET, MOBILE/PEN/LIPSTICK POUCH AND KEYRING ATTACHMENT.





SMITH BAG

DIMENSIONS: 31CM x 25CM x 12CM / 12.2" x 9.84" x 4.72"

MEDIUM SIZED TOTE BAG. TOP HANDLE WITH ADJUSTABLE DETACHABLE CROSS-BODY LEATHER AND CHAIN STRAP. DUAL INNER COMPARTMENTS SEPARATED WITH A CENTRAL ZIPPED COMPARTMENT. INSIDE HIDDEN ZIPPED POCKET, MOBILE/PEN/LIPSTICK POUCH AND KEYRING ATTACHMENT. OUTER BACK ZIPPED POCKET. HAIR-ON-HIDE FLAP WITH MAGNETIC CLOSURE.







SHOULDER BAG

DIMENSIONS: 23CM x 18CM x 5CM / 9.06" x 7.09" x 1.97"

SMALL/MEDIUM SIZED SHOULDER BAG WITH ZIP CLOSURE. HAIR-ON-HIDE FLAP WITH MAGNETIC CLOSURE. ADJUSTABLE DETACHABLE CROSSBODY LEATHER AND CHAIN STRAP. INSIDE HIDDEN ZIPPED POCKET, MOBILE/PEN/LIPSTICK POUCH AND KEYRING ATTACHMENT. OUTER BACK ZIPPED POCKET.





HANDBAGS ARE MADE USING ETHICALLY SOURCED SPRINGBOK HAIR-ON-HIDE AND ITALIAN NAPPA LEATHER WITH INTERIOR LINING OF ECO-FRIENDLY PIGSKIN LEATHER.

COLOUR RANGE INCLUDES: BABY BLUE, BLACK, EARTH, GREEN, LAVENDER, LIME, NATURAL, NUDE, ORANGE, PINK, PLUM, RED, ROYAL, YELLOW



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