



# JEKYLL'S HYDE



GNOME & BOW



## **GNOME & BOW'S SECOND COLLECTION OF BAGS STANDS TESTAMENT TO THE BRAND'S VISION OF TELLING STORIES THROUGH CLEVER DETAILS**

### **Book II: Jekyll's Hyde**

*4th September 2015* – Founded on the notion that bags can go beyond functionality to tell timeless tales, Gnome & Bow further fosters this notion with the launch of their second collection of bags titled *Jekyll's Hyde*, an extension of their wallet series of the same title that was released last Christmas.

*Jekyll's Hyde* explores and reinterprets the ideas of duality, change and acceptance, a modernisation of the *Robert Louis Stevenson* masterpiece. The range of bags and wallets were designed to showcase the two contending faces of human nature: the rational, reserved side versus the wilder, more spontaneous inner-self. The question is "Which side will prevail?"

The duality of man is expounded by each bag's reversibility. One side features a classic *Midnight Blue* or *Forest Green* nylon, which speaks of a distinguished *Dr. Jekyll*. When flipped, the bags reveal a custom printed cotton canvas in *Khaki Maverick* or *Olive Maverick*, each motif testament to the unconventional ways of *Mr. Hyde*. Both characters rival for control via a message that is inscribed on the inner leather base of the bag, a constant hint at the fine line that one might thread between the two contradicting personalities.

The *Jekyll's Hyde* bag collection (Appendix A) includes:

- Milton Crossbody Clutch
- Kensington Messenger
- Strand Briefcase
- Clifford Backpack

The bags are crafted in a combination of U.S. full grain leather, nylon and cotton canvas. Each bag comes in 2 variants - *Midnight Blue* or *Forest Green*.

Prices range from SGD 245 for the Milton Crossbody Clutch to SGD 395 for the Clifford Backpack. Available on [www.gnomenbow.com](http://www.gnomenbow.com) and selected stockists (Appendix B) from **4th September 2015**

## About Gnome & Bow

Stories are the fabric of memory which make life entertaining and unexpected. Fairytales and folklore speak a language that is both universal and immortal, transcending the barriers of age and culture. Gnome & Bow was founded on that very notion that bags can go beyond functionality to become a new medium for storytelling, evoking the same emotions as our favorite stories.

The Gnome represents that element of fantasy while the Bow symbolises the mark of class. Together, the harmony of these elements guides us in our design philosophy.

Drawing inspiration from the classics to tales of fancy, we develop story elements that are imbued seamlessly into our goods. As with reading a book for the first time, exploring our products will uncover subtle and clever details that reveal a story you'll find familiar, but with a modern twist. Timeless as the stories that inspire us, we believe that our bags should be too.

Our collection of bags, wallets and small leather accessories are designed to be the perfect companion for the discerning individual.



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## Contact us

✉ [quanda@gnomenbow.com](mailto:quanda@gnomenbow.com)

🛒 [www.gnomenbow.com](http://www.gnomenbow.com)



# Appendix A - Jekyll's Hyde Bags

## MILTON CROSSBODY CLUTCH

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**Midnight Blue**  
SGD 245



**Forest Green**  
SGD 245



(Reverse)



(Reverse)

## KENSINGTON MESSENGER

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**Midnight Blue**  
SGD 375



**Forest Green**  
SGD 375



(Reverse)



(Reverse)



# Appendix A - Jekyll's Hyde Bags

## STRAND BRIEFCASE

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**Midnight Blue**

SGD 385



**Forest Green**

SGD 385



(Reverse)



(Reverse)

## CLIFFORD BACKPACK

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**Midnight Blue**

SGD 395



**Forest Green**

SGD 395



(Reverse)



(Reverse)

## **Appendix B - Stockists**

### **Keepers**

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Orchard Green  
Singapore 238854  
(Junction of Cairnhill Road & Orchard Road)

Changi Airport Terminal 1  
#02-k25, Departure/Transit Lounge East,

### **Benjamin Barker**

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8 Grange Road  
#03-01, Orchard Cineleisure  
Singapore 239695

11 Stamford Road  
#B1-30, Capitol Piazza  
Singapore 178884

### **Truefitt & Hill**

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9 Ann Siang Road  
Singapore 069690

15 Stamford Road  
#01-61, Capitol Piazza  
Singapore 178906

### **Cumulus**

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501 Orchard Road  
#02-14, Wheelock Place  
Singapore 238880

### **Kapok**

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111 Middle Road  
#01-05, National Design Centre  
Singapore 238855

### **Naiise**

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3 Gateway Drive  
#01-30, West Gate Mall  
Singapore 608532

6 Eu Tong Sen Street  
#02-23 Central  
Singapore 059817

### **The Assembly Store**

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2 Handy Rd  
#01-21, The Cathay  
Singapore 229233