

29th July 2016

PRESS RELEASE

**Book II: Jekyll's Hyde Wallets
(Collection Expansion)**

JEKYLL'S
HYDE



GNOME & BOW



GNOME & BOW'S NEW EXPANSION OF WALLETS ALLOW CONSUMERS TO PURCHASE A DESIGN BASED ON NEEDS WHILE ENJOYING STORYTELLING DETAILS

Book II: Jekyll's Hyde Wallet Collection Expansion

29th July 2016 – 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 new collection of wallets titled *Jekyll's Hyde*, an extension of their wallet series of the same title that

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 wallet's contrasting interior and exterior colour. *Midnight Blue* embodies the classy and collected *Dr. Jekyll*, while *Forest Green* characterises the uninhibited and thrill-seeking *Mr. Hyde*. significant of the Jekyll & Hyde that coexists within us. A debossed quote from the novel awaits on the inside, a reminder of how one should embrace duality.

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

- Warren Card Holder
- Regent Billfold
- Bond Money Clip Billfold

Each wallet comes in 2 variants - *Midnight Blue* or *Forest Green*.

Prices range from SGD 125 for the Warren Card Holder to SGD 185 for the Bond Money Clip Billfold. Available on www.gnomenbow.com and selected stockists (Appendix B) from **12th August 2015**.

For enquires, please contact Quanda Ong at quanda@gnomenbow.com or +65 97596952

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.



Contact us

✉ quanda@gnomenbow.com

🛒 www.gnomenbow.com



Appendix A - Jekyll's Hyde Wallets

WARREN CARD HOLDER

Midnight Blue
SGD 125



Forest Green
SGD 125



REGENT BILLFOLD

Midnight Blue
SGD 185



Forest Green
SGD 185



BOND MONEY CLIP BILLFOLD

Midnight Blue
SGD 185



Forest Green
SGD 185



Appendix B - Stockists

Benjamin Barker

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

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

Truefitt & Hill

9 Ann Siang Road
Singapore 069690

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

The Assembly Store

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

Cumulus

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

Kapok

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

Naiise

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

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