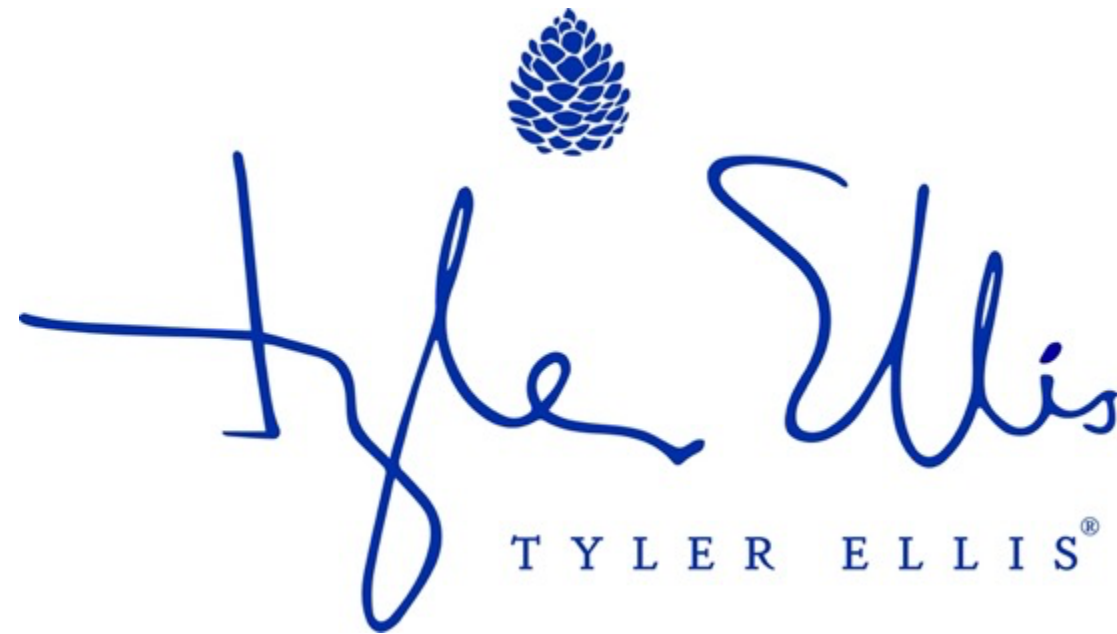


# Introducing The AppleVogue Collection

WHERE *LUXURY* MEETS *SUSTAINABILITY*



100% Handcrafted in Appleskin Leather  
The *ECO*-friendly Alternative



## APPLESKIN LEATHER

Introducing the 'AppleVogue' Capsule Collection – where luxury meets sustainability. This unique line of eco-friendly handbags/accessories has been hand-crafted in custom Appleskin leathers created by the Italian ecologic textile developer Mabel Srl.

This new versatile plant based material is produced using fibers derived from the industrial processing of apples, where industrial waste from the jam and juice industry is recovered and transformed into a new raw material through a process patented by FRUMAT. This inevitably not only reduces the waste management costs and relative damages to the environment, but also offers a DMF free leather substitute, helping to lower the emissions and the consumption of energy often associated with the entire production chain in industry.

*\*All Tyler Ellis silhouettes are available in Appleskin leather, please contact [bespokeconcierge@tylerellis.com](mailto:bespokeconcierge@tylerellis.com) for customization information*

# APPLESKIN LEATHER: THE PROCESS

*ECO-FRIENDLY ALTERNATIVE* 🍏



### APPLE

*In South Tyrol there are more than 7,000 farms engaged in the cultivation of apples.*



### APPLE JUICE

*Approximately 14 kilograms of apples are used to make one litre of apple juice.*



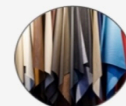
### APPLE WASTE

*The peel, the core and the dehydrated pulp is what remains after the pressing process.*



### APPLE POWDER

*The leftovers are then recovered and ground by Frumat.*



### APPLESKIN™

*The powder arrives in our factory and is used to replace up to 50% of what was previously fossil derived.*

# THE APPEVOGUE COLLECTION

The Bristol Tote Large Rouge Appleskin

## THE BRISTOL TOTE JUMBO

The Bristol is a light-weight tote designed with a magnetic closure, an internal zippered pocket adorned with our symbolic Pinecone Pull and is finished in our signature Thayer Blue lining.



The Linda Messenger  
Rouge Appleskin





Coconut Appleskin

## THE DEAN MESSENGER

The Dean is a spacious messenger bag with an optional, adjustable wide canvas strap. It features a hidden back pocket, our internal super pocket, our custom pinecone zipper pull and signature Thayer Blue lining.



## THE WINNIE HANDBAG

The Winnie is a tri-compartment, double-handle, semi-structured handbag accented with our custom Bond Closure. It is designed with a center zip-pocket, phone and interior slots, an extra-long key fob and a detachable strap with a leather wrapped accent. It features our signature Pinecone Feet and Thayer Blue lining.





## THE SYDNEY ESSENTIAL'S CARRIER

The Sydney, for the chic lady on the go, is a phone and essentials carrying case. It is designed with a flip down front flap featuring two card slots and a clear ID slot, finished with our custom Spear-lock Closure. The Sydney is equipped with a cross-body chain with a leather shoulder accent for added comfort, a back zippered pocket adorned with our symbolic Pinecone Pull and is lined in our signature Thayer Blue.



## ABOUT THE DESIGNER

*"I believe in a 'slow luxury strategy', which embodies thoughtful design, creation and consumption, while prioritizing quality and longevity as well as minimizing waste and maximizing social impact." - Tyler Ellis*

Tyler Ellis, the daughter of revered fashion designer Perry Ellis, has branched out with her latest sustainable capsule collection. Comprised entirely of Appleskin leather derived from the waste of the apple juice industry, Tyler's masterfully crafted 'AppleVogue' Collection elevates fashion's conscious consumption movement to the elite world of luxury.

Tyler began her eponymous handbag line in 2011, quickly becoming the most carried designer on Hollywood's red carpets. Brought to life in a father/son owned and operated atelier in Le Siedi, Italy, Tyler Ellis represents an ardent commitment to couture and quality craftsmanship – a return to true luxury.

Tyler's designs look equally at home on the red carpet as well as in everyday life and are carried by influential women worldwide. As a personal homage to Tyler's father, Perry Ellis' handwriting appears as the company logo; and most dear to Tyler, he is a part of everything she creates.





*Tyler Ellis*  
TYLER ELLIS®

Personal Touch • Timeless Appeal • Everlasting Luxury

[tylerellis.com](http://tylerellis.com)