

SEVDA

LONDON

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SEVDA LONDON: Innovative Digital-to-Physical Line

London, UK – 16 February 2024 – SEVDA LONDON, renowned for its commitment to innovation and sustainability in the fashion industry, is proud to announce the much-anticipated debut of its digital-to-physical handbag collection at London Fashion Week. This remarkable transition from the digital realm to tangible reality marks a significant stride towards sustainable and customer-centric fashion.

A Transformative Approach to Fashion Creation

In the previous season at London Fashion Week, SEVDA LONDON took a bold step forward by adopting a transformative approach. The brand introduced its new handbag collection entirely in the digital landscape. This innovative strategy was driven by a mission to reduce material waste, optimise resources, and prioritise sustainability throughout the design and manufacturing process.

SEVDA LONDON's strategy is both elegant and effective: they produce only the bags that receive genuine customer and buyer demand. By harnessing a crowdsourcing model for their prototype-to-manufacturing process, they ensure that every bag created serves a purpose and aligns with the discerning tastes of their clientele. This commitment to purpose-driven production results in a collection of timeless pieces that transcend fleeting fashion trends.

Elegance in Transition

SEVDA LONDON's handbags elegantly marry modern technology with timeless craftsmanship. Designed digitally in the heart of London, they are brought to life by skilled artisans in the renowned workshops of Florence, Italy. This unique fusion captures the essence of London's digital creativity while embracing the enduring elegance of Italian artistry.

Sustainability at the Heart

SEVDA LONDON's commitment to sustainability extends to the very materials used in their collection. The leather employed in their bags is sourced from a partner tannery in Italy certified by The Leather Working Group, a non-profit organisation dedicated to minimising environmental impact throughout the supply chain. This responsibly sourced leather is a by-product of the food industry and offers complete traceability of European skins, ensuring that it hasn't contributed to deforestation. Furthermore, emissions are offset by supporting United Nations green projects.

Key Features of SEVDA LONDON's Bags:

- Designed in London & crafted in Florence, Italy
- Exemplify the art of handmade craftsmanship
- Utilise responsibly sourced high-quality Italian leather that is carbon-neutral and free from deforestation
- Adorned with polished light gold recycled brass hardware, custom-made in Italy
- Conscious Design for a Sustainable Future

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SEVDA LONDON's commitment to sustainability begins at the design stage, recognising that 80% of a product's environmental impact is determined during this critical phase. The brand embraces 3D technology during design and prototyping to minimise waste in the production process. This advanced 3D modelling allows for precise visualization of designs, reducing the need for physical prototypes that often result in material waste.

By utilising 3D technology, intricate details and complex structures are tested virtually, enabling iterations and adjustments before finalising designs. This not only saves time and resources but also reduces the environmental footprint associated with traditional manufacturing methods.

SEVDA LONDON's design process prioritises timelessness, longevity, and the quality of manufacture. They embrace mono fibres, responsibly source sustainable/recycled materials, ensure full traceability and transparency, and actively collaborate with like-minded organisations, experts, and artisans who share their sustainability values.

The brand is dedicated to achieving the highest certification schemes for the materials they source, upholding stringent standards of quality, environmental management, decent working conditions, and sustainable production.

Join Us in Celebrating Innovation

Sevda London invites all fashion enthusiasts, industry professionals, and sustainability advocates to celebrate this monumental shift in the fashion landscape at London Fashion Week. Witness the fusion of digital innovation and timeless craftsmanship in a collection that embodies SEVDA LONDON's commitment to sustainability, elegance, and purpose.

For media inquiries, interviews, or additional information, please contact:

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About SEVDA LONDON

SEVDA LONDON is a London based responsible fashion accessory brand with a distinctive British identity founded by its designer Sevda Mutlu. Her collection is designed in London and crafted in Italy.

SEVDA LONDON is a British Fashion Council designer member and a supporter of Positive Fashion initiatives.

The brand has been evolving around the principles which Sevda strongly believes in. These are conscious design, responsible sourcing and high artisanal quality.

For more details about these core principles of SEVDA LONDON, please visit:

sevdalondon.com/pages/about

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