

August 24, 2007
PRESS RELEASE
For immediate release

The old and the new come together for the much anticipated DENADA/KONEV bag range.



The long awaited launch of the deNada/Konev collaborative handbag collection is almost on us. From 1 November four styles including those above will be seen in deNada's Wellington store, and in specialist bag/leather stores around the country.

The two parties have brought very different skills to what seems to be the perfect collaborative arrangement. Konev's years of craftsmanship and leather production experience has combined with deNada's fresh innovative design, facilitating the older company's move into a fashion market, and the fashion house's move into leather. A match made in high quality sublime cowhide!

Designer Nada Matthews explains the story behind the bags: "Konev has such a history in great quality leather and I wanted to find a way of honouring this as we contemporised the designs. I took the old

embossing plates that have been around for donkey's years and wound these into the functional but quirky designs that deNada girls have come to expect of us. They provide our customers with a practical and usable solution, whilst at the same time being a centrepiece to wow people with."

"It has been a pleasure working with such fine craftsmen. I am very proud of our end product and look forward to further collections under the deNada/Konev label."

Konev owner, Suzanne deVere, also noted the appropriateness of the association. "deNada are a young company and new to the marketplace, but they have really impressed us with their understanding of their customer and their focus towards designing and producing bags that are both usable and striking in their features."

You are very welcome to join us at deNada on Wednesday 31st October, when champagne corks popping in celebration. For that night only a 10% reduction will be offered to the early bird customers.

DeNada/Konev Bags

Available from 1 November 2007

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For information regarding the wholesale distribution of the bags, please contact Konev directly.