

# GERARD DAREL

PRESS RELEASE

5 October 2007

## **GERARD DAREL PRESENTS STYLISH COLLECTION WITH SUMPTUOUS LEATHERS AND BOLD DETAIL**

Gerard Darel has established an enviable international reputation for creating supremely stylish yet practical handbags and fashion collections to suit discerning and sophisticated women all over the world.

The Gerard Darel collection of handbags and jewellery will be exhibited at TFWA World Exhibition (stand L29 Red Village) from 22-26 October supported by some items selected from the extensive fashion collection.

The beautifully crafted bags range from the smallest clutch to the largest weekender in soft leathers, chunky knits, trendy denim, sleek patents and reptile skins. Among the most popular is the 24-hour bag in lustrous gold or silver metallic python.

Also on display will be the popular hand-cut glass bead 'Jackie' necklace in two strands modelled on that beloved of the fashion icon Jackie Kennedy and available in gloss black, white, red and pewter colours.

New to the collection of bags this season are fresh interpretations of the iconic 24-, 36- and 48-hour gathered handbags which have proved so popular with customers worldwide including a growing list of celebrities such as Angelina Jolie, Halle Berry, Eva Longoria and Jessica Alba.

Visitors to Gerard Darel this autumn will be delighted by several innovations:

- Ingenious expanding bags in three sizes in sturdy cotton trimmed with leather which unfold from notebook to weekender size;
- A new version of the gathered bags in contrasting yet complementary patterned and block colour leathers;
- A range of soft plaited suede leather bags in various sizes;
- New washed suede versions of the ever popular bags;
- A selection of purses – new to Gerard Darel and perfect for travel retail – in a choice of bright crazy colours.

Putting them in context on stand will be a small selection from the Gerard Darel fashion collection which is rich in natural fabrics, classic yet sensual tailoring, and delicate feminine detail, including blouses, soft tops and cotton T-shirts. The full collection can be viewed at the Gerard Darel boutique in rue d'Antibes, Cannes and in stores worldwide.

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S.A.S AU CAPITAL DE 751.800 EUROS — R.C.S. PARIS B 712 030 170

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David Maruani, Managing Director: "The style epitomised by our current muse Charlotte Gainsbourg has been adopted enthusiastically by women all over the world who seek quality and refinement yet demand comfort and wearability to suit their busy lifestyles. Gerard Darel collections combine the more formal shapes with soft feminine lines, stylish jeans and bold accessories.

"We are confident that the stylish and practical Gerard Darel handbags, iconic necklaces and small accessories will appeal to the travelling consumer looking for an individual style just as they have proved so successful in international markets."

The Gerard Darel collection of designer accessories will be on display at TFWA World Exhibition on stand **L29 Red Village** in the Palais des Festivals, Cannes from 22<sup>nd</sup> to 26<sup>th</sup> October 2007.

For further details of these items and the full Gerard Darel travel retail collection please consult the Gerard Darel team on stand or call +33 1 55 80 55 80.

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For the past 36 years from its Paris-base Gerard Darel has been creating feminine ready to wear fashions which exude refined quality with a refreshing touch of modernity.

The collections feature generously cut draped dresses in rich wool, pretty cottons and silk crêpe paired with classic tweed or gathered blouson jackets; slim straight-leg jeans are teamed with college style flannel blazers and patterned blouses or cashmere roll-necks; delicate ruffled blouses add a feminine touch to jeans and an oversized distressed leather overcoat.

International actress and singer Charlotte Gainsbourg, Gerard Darel's current advertising image, epitomises the uncluttered and sophisticated style of this brand. Slipping into an embroidered smock, a delicate blouse or a fur-trimmed blouson and clutching an oversized gathered bag she embodies effortless Parisian chic.

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