



FOR IMMEDIATE RELEASE

Asprey Commissions Designer Raymond Goins to Create Fall Windows Celebrating the New Fall Handbag Collection

New York, NY (September 8, 2010): Asprey is pleased to announce a collaboration with designer Ray Goins for the fall windows in the NY and London flagship locations. With the kaleidoscope of fall colors celebrating the new handbag collections, each window contains a hand painted “TREE OF LIFE” screen with vines and hues complimenting the rich and luxurious color palette of Asprey’s new fall handbags. Created by designer Ray Goins, the leather and wood screens are hand painted in a spectrum of colors. Adding an element to each screen is a hand sculpted tree lacquered in a contrasting color bringing the designs to life while showcasing the handbag offerings.

In lieu of falling leaves, the Asprey handbags capture the spirit of the changing season with their vibrant color. The fall palette of new handbags, designed by recently appointed Creative Director, Bruce Hoeksema, come in colors such as tobacco, rust, berry and mauve. The popular new 1781 handbag commemorates the year in which Asprey was first established and is available in exotic skins including ostrich, crocodile and python. Also featured are the classic Asprey Darcy handbag as well as the new Regent and Mayfair clutch collections. The Regent clutch features the Asprey coat of arms in a sterling silver closure and compliments the hand crafted screens with an array of colors in peridot, azure and cyclamen satins.

Both hand painted screens and fall colored handbags celebrate Asprey standards in craftsmanship and quality. Asprey was pleased to work closely with the designer/artist to create a window that celebrates the process of luxury level quality in hand finished detailing as well as the new product offering for fall.

“The patina, finish and antiquarian feel full of heritage. The folding screens take the edge and commercial attitude out of the scene and adds an emotional and personal touch”, says Goins.

An Asprey spokesperson stated: “To celebrate the richness of our fall handbag colors and the level of attention and quality which goes into crafting them, Asprey commissioned an artist respected for his skill in working with leather and color in the same time honored traditions. The hand crafting is old school yet the colors are supremely modern”.

Asprey was founded in 1781 and developed over generations into a purveyor of British luxury goods and fine jewelry. This grand tradition of offering the best in craftsmanship, quality, and design continues today at the Asprey workshops and around the globe as timeless treasures are created for the exclusive Asprey clientele.

Asprey is renowned for fine jewellery, watches, clocks, leather goods, silver, china, crystal, rare books and its unrivalled bespoke service.

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