

Profile



Handbags That are Unique Practical and Crafted To Be Fashionable by Atelier Annick of London

Her handbags are designed and made in London. However, Annick Adjo of Atelier Annick says the full range is inspired by the sparkle and craftsmanship of Cote d'Ivoire, West Africa.

Atelier Annick is a finalist in the "Best Start-up" category for the 2008 Precious ON-Line Awards.

But the story of Atelier Annick's range of unique handbags begins in Paris where Annick was born into what she describes as a fashion conscious and creative family. At an early age she recognised that while many in black community were blessed with creativeness, they seldom had the means to bring that creativity to a head and be taken seriously. She grew up with a desire to make a difference.

Moving to London, she worked for a while at Burberrys before joining Harrods where she ran the Armani concession for women.

Annick enjoys speaking about her love for shoes and handbags. And she says over time she grew a bit tired of seeing the bags she bought on everybody's arms. So she thought about doing 'something special, something different.' "I really wanted to bring in something that would be different and that would stand out for its originality," she said. "All this led to a degree of soul searching until a bag with a style that had a hint of Africa stood out." She added.

After a while in the fashion industry she returned to the creative industry and decided to design and make handbags inspired by the craftsmanship of Africa but with designer elegance and quality.

Annick returned to Africa with what she describes as a completely different outlook. "My visit gave me an opportunity to appreciate the craft that I could incorporate into handbag designs for the UK, European and other world markets," she said.

However, she soon discovered that breaking into the luxury handbag market was not going to be easy. .But she said "if you go into something that is a part of you, then you cannot go wrong." "It's going to be unique and if you find what makes you special, in my case it's my European and African connection then you can stumble on to something special," she added.

Today, Annick uses the same suppliers as big name brands and spends a lot of time and energy making people aware that she has a product that is special and unique.

The Atlier Annick bag collection comes in leather silk and cotton and Annick describes them as handbags with personality. "They have an identity, they are not trend led, they are classics which means that they can be used for a long time," "What's more," she added, "they are practical and durable," *To View the Atelier collection click [here](#)*