

## Media information

For immediate use

10 August 2012



### **London's Fashion and Textile Museum says, 'You can't judge a handbag by its price tag'.**

**From a Kelly to a Baguette, no other accessory has the same allure as a handbag. But a classic handbag design is the sum of many parts. Next month 'An Introduction to Handbag Design Course' at the Fashion and Textile Museum (3–7 September 2012) offers all enthusiasts a chance to learn the elements of great bag design, as well as an irresistible opportunity to create your own.**

Led by Ann Saunders, the course is an excellent opportunity to use ideas and experience to design a range of bags for the future. In five days, it covers not only the context for design and the role handbags play in the fashion industry, but also the design process: from the research stage, to sketching out ideas, choosing materials and planning a collection.

Supported by Newham College and Shanghai Trio, the course is aimed at students and professionals alike, as well as anyone wanting to understand the accessories market. Competitively priced, it represents excellent value for money too.

Celia Joicey, Head of Fashion and Textile Museum, says:

'The UK has some fantastic companies whose handbags promote our fashion and design expertise to the rest of the world. With this course, the museum hopes to inspire a new group of accessories designers'.

Melissa Nobile, Business Development Manager (Europe) for Shanghai Trio says:

'The Fashion and Textile Museum offers a unique environment to learn about handbag design, from theory to practice – I was a student a few years ago! Shanghai Trio is delighted to support the museum and to show that whilst expensive 'It' bags remain in-demand, high quality, attention to detail and sustainability remain high on customers' agendas.'

Shanghai Trio is a French/Chinese handbag and accessories company, working with artisans in Asia and Europe since 1998; they will facilitate case-studies and marketing materials to learn from first hand experience about the journey of a successful international company. In addition, all participants will receive a discount voucher from Shanghai Trio's online store.

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#### **Notes to editors**

1. The Introduction to Handbag Design course is organised by the Fashion and Textile Museum and led by Ann Saunders. It runs from Monday 3<sup>rd</sup> – Friday 7<sup>th</sup> September 2012, 10.30am–4.30pm and costs £240 per person including exhibition entrance.

2. Course places can be booked online\* via the website [www.ftmlondon.org](http://www.ftmlondon.org) or by contacting the Museum directly on email [info@ftmlondon.org](mailto:info@ftmlondon.org) or telephone 020 7407 8664 during opening times. \*Online booking subject to £1 booking fee
3. The Fashion and Textile Museum is the only museum in the UK solely dedicated to showcasing developments in contemporary fashion, as well as providing inspiration, support and training for those working in the industry. Founded by iconic British designer Zandra Rhodes, the museum is owned by Newham College London – one of Europe's largest further education colleges.
4. The Fashion and Textile Museum is at 83 Bermondsey Street, London SE1 3XF. Exhibition opening times: Tuesday–Saturday, 11am–6pm; Last admission 5.15pm. Ticket prices: £7 adults, £5 students and concessions, free entry for under 12s
5. Ann Saunders has extensive experience in the fashion industry. As design coordinator for Laura Ashley she specialised in accessories and was also responsible for styling, arranging shoots, staging fashion shows and the mail order catalogue. She now runs her own accessories business.
6. Founded in 1998 by Virginie Fournier, Shanghai Trio combines traditional craftwork from Asia and Europe with a modern touch for its innovative products. The result brings a distinctive emphasis in the use of colour and a mix of exciting raw materials with contemporary fabrics; every finishing detail is handmade. Their designs are inspired in the constant flow and movement of travellers & cultures through busy capitals of the world, bringing functionality, versatility and a touch of multiculturalism to their designs. Shanghai Trio is also a workshop committed to employing both men and women under stable working conditions and seeks to improve Chinese living standards via sustainable trade.

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#### Press Images:

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Big bag



Electrician bag



Pouch