

**LONDON
FASHION
WEEK**
15-19 SEPTEMBER 2023

A

AMSCHELA



WWW.AMSCHELA.COM

lookbook

20
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"Rise to
Odyssey:
A Tribute
to
Tenacity"

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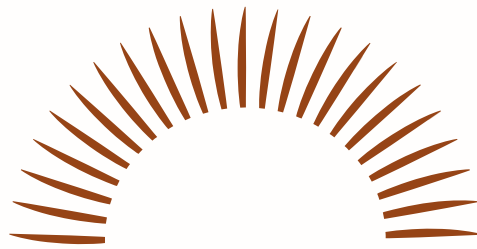




Creative Director's Note

"London Fashion Week is the culmination of hard work; it is essentially a tribute to the creative minds and the hardworking individuals who pour their heart and soul into every stitch, every design"

Keri Andriana CEO/Creative Director




The Brand

Step into the realm of Amschela, an affordable luxury accessory brand born in the heart of the UK. With an unwavering commitment to encapsulating the modern contemporary woman's charm, Amschela crafts timeless handbags that seamlessly blend with the wearer's journey from dawn to dusk. Our ethos revolves around individuality, sustainability, and elegance, shaping every creation to mirror our clients' personality and values.

Amschela's global community, under the banner of #withamschela, shapes our ethos and paves the path ahead. Our acclaim is far-reaching, from the UK to the USA, Europe, and Australia. Skyrocketing since inception, Amschela has graced esteemed platforms including British Vogue, Elle, and British GQ. Our accolades, including the SW Luxury Accessories Retailer Award and Business of the Year at the MTM Awards, cement our status as pioneers.

As a proud 100% Peta Approved Vegan Brand, Amschela's commitment to environmental stewardship knows no bounds. Our sights are set on a fully traceable circular business model by 2025. Amschela's participation in the UK Government's SME Climate Hub and support for 6 UN projects against climate change exemplify our pledge.

Furthermore, Amschela champions social mobility by providing opportunities to disadvantaged youth aspiring to venture into the fashion industry. This London Fashion Week, we celebrate the culmination "Amschela's London Fashion Week Journey." Immerse yourself in our commitment to innovation, sustainability, and inclusivity, a fusion of digital artistry and hard-earned creativity that epitomises the very essence of Amschela.

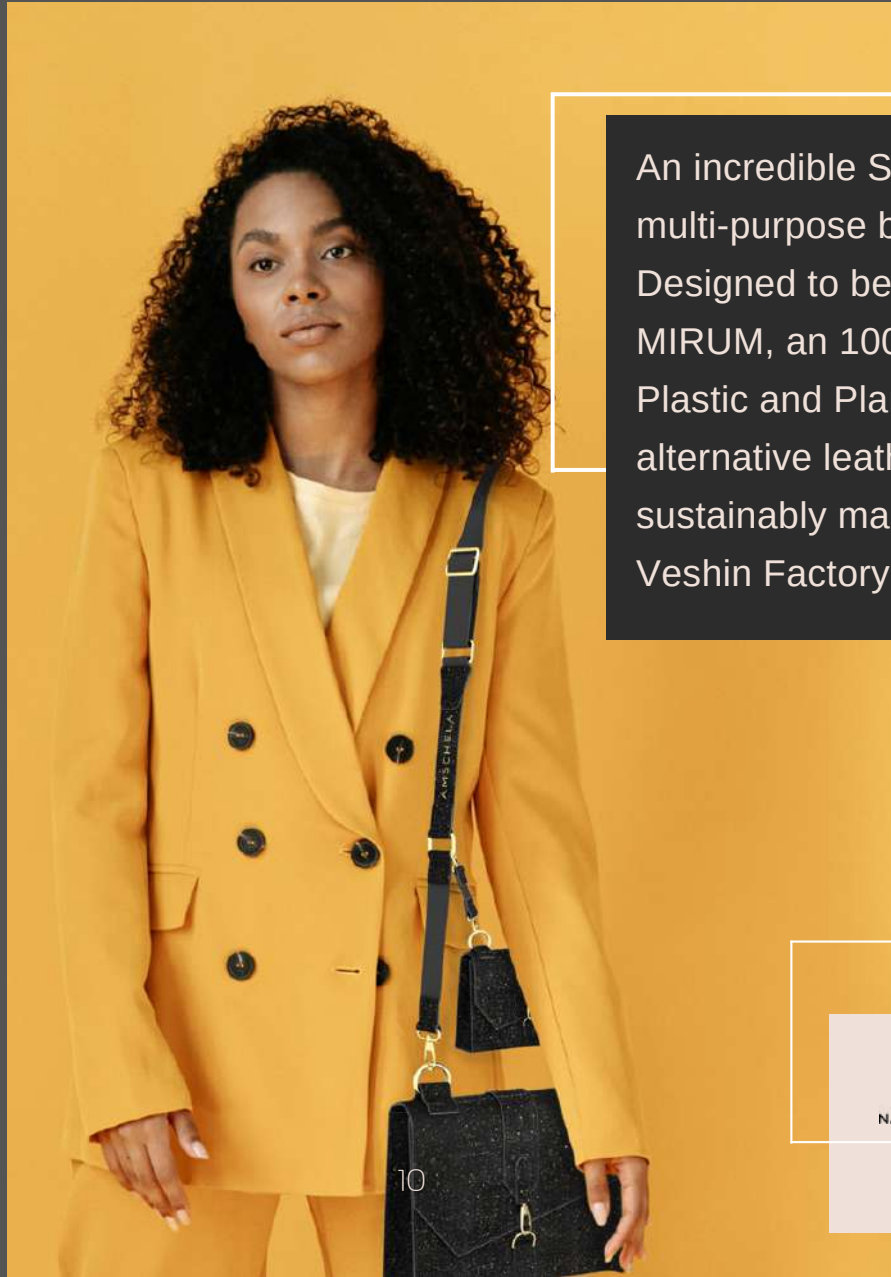


Keri Andriana, the visionary behind Amschela, is a trailblazer in her own right. With a legal background and an unyielding passion for inclusivity, she defies conventional norms, carving a space where luxury is accessible to all. Keri's journey navigates the complexities of the fashion industry while nurturing budding talents from non-traditional backgrounds, fostering British craftsmanship along the way.



The Future Can Only Be
Sustainable

AIRIUM COLLECTION



An incredible SIX in ONE multi-purpose bag.

Designed to be made in MIRUM, an 100% Zero Plastic and Plant Based alternative leather, to be sustainably made by the Veshin Factory.



NATURAL FIBER WELDING®



Amschela's devotion to eco-conscious luxury is a beacon guiding our path. Enter the AIRIUM collection, a showcase of sophistication designed with the 100% zero plastic leather alternative, MIRUM. These handbags redefine opulence by embracing innovative materials that leave no footprint behind. AIRIUM marries visionary design with our commitment to a cleaner future, marking a significant stride towards sustainable luxury.



Airium:

RRP: £400

Dimension: 27 x 19 x 9cm

Strap : 120cm (Multi); Gold (60cm)



Galaxy



Night



Earth



Sand



AIRIUM GALAXY
TWIN CROSSBODY



AIRIUM GALAXY
SINGLE CROSSBODY



AIRIUM GALAXY
MINI CROSSBODY





AIRIUM GALAXY
SINGLE SHOULDER



AIRIUM GALAXY
TWIN SHOULDER



AIRIUM GALAXY
CLUTCH



AIRIUM GALAXY
MAGNETIC INTERIOR BELT
(Fits all excl. Mini Cross)

AIRIUM

(Meaning)

Instinctive strenght of the
future; unwavering





Galaxy



Night



Earth



Sand







life of

AMSCHELA

BECOME? TURN
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PETA - APPROVED
VEGAN



NO CHILD LABOUR



Sustainable Guarantees

Amschela is a member of the UK Government SME Climate Hub and a Peta Approved Brand.



THE GLOBAL GOALS



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issue 01

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