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CONTACT:

Sevda Mutlu

SEVDA

sevda@sevdamutlu.com

www.sevdamutlu.com

twitter.com/sevdahandbags

LONDON-BASED SEVDA AND HER HANDBAGS SHOWCASED DURING TRUNK SHOW AT BLOOMINGDALE'S FLAGSHIP STORE AT 59TH STREET IN NEW YORK CITY

London, UK, February 23, 2011 – London-based luxury handbags brand SEVDA held its first ever trunk show in the U.S. at the iconic department store Bloomingdale's flagship location at 59th Street in New York City during February 10 through 14, 2011, introducing the SEVDA Autumn Winter 2011 Collection to discerning fashionistas.

Inspired by an East meets West design philosophy, London-based SEVDA handbags featuring chic silhouettes are handcrafted for the sophisticated woman in mind, with impeccable style and attention to details. SEVDA was one of the top 5 designer finalists in the 4th annual Independent Handbag Designer Awards, unofficially referred to as the "Handbag Oscars" and the only handbag competition of its kind in the world, held at Parsons The New School for Design in June 2010.

"It was an honor to be invited by Bloomingdale's to display my collection in one of the most famous landmarks in New York City," said designer Sevda Mutlu, adding, "it doesn't hurt that Bloomingdale's has the best selection of designer handbags and accessories, as well as the most sophisticated yet trendy shoppers, a perfect match for my brand and handbags." Sevda was on hand to personally meet, greet, and engage with shoppers at Bloomingdale's high-end designer handbags section on the first floor.

As the luxury sector reports strong sales despite a not so great economy, while promising even stronger performance in the coming year, it is no coincidence SEVDA's entry into the U.S. luxury marketplace was kicked off by an appearance at Bloomingdale's, America's only nationwide, full-line, upscale department store.

The Bloomingdale's event is just one of many planned for the remainder of 2011. Recently, SEVDA has re-launched its look and website. The re-launch is part of a new branding image, which includes a new logo, site and lookbook combining chic uptown girl with downtown cool. In the coming months, as the SEVDA brand distinguishes itself as a 'current' and unique opportunity to both high-end retail and their consumers, SEVDA will continue to engage with its audience via fashion-forward styling to reflect its sophisticated and trendy look, utilizing interactive methods, online and onsite, including but not limited to social media, high profile events and sponsorships, while establishing itself as a major and serious contender within the U.S. and global marketplace.

MORE

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[Bloomingdale's Trunk Show Announcement](#)

[Bloomingdale's Trunk Show Photo Album](#)

About SEVDA

London-based Sevda Mutlu and her namesake brand and handbags reflect a design philosophy which is global, mixing eastern and western influences, and always chic. SEVDA was launched in 2008 in London, the city known for its "haute couture" and where Sevda continues to design handbags, as well as dreams. A good fashion designer has a strong eye for color and detail, a sense of balance and proportion, and an appreciation for beauty. SEVDA has all that and more. And now, after many years satisfying the impeccable fashion sense of Londoners, SEVDA is entering the U.S. market, where glamour and celebrity cannot exist without the other, and where every woman of discerning taste is one SEVDA handbag away from enjoying both.

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About Bloomingdale's

Bloomingdale's is America's only nationwide, full-line, upscale department store and a division of Macy's, Inc. It was founded in 1872 and currently operates 41 Bloomingdale's stores and 4 Bloomingdale's, The Outlet Stores in New York, New Jersey, Massachusetts, Pennsylvania, Maryland, Virginia, Illinois, Minnesota, Georgia, Florida, Nevada, and California. In addition, Bloomingdale's has an international presence with a location in Dubai. Be sure to follow Bloomingdale's on [Facebook](#) or [Twitter](#), and for more information, or to shop any time, visit www.bloomingdales.com.

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