

CHIYOME



CHIYOME Debut Presentation at Assembly New York during New York Fashion Week

NEW YORK, NY - CHIYOME is proud to present its debut women's handbag collection for the first time during New York Fashion Week, hosted at Assembly New York. Signature pieces of the 12 piece Hover Collection are available for pre-order for individual customers. CHIYOME will also be taking appointments with wholesale buyers and press. To celebrate the launch, CHIYOME will host an opening reception on Tuesday, September 10 from 7-9pm with complimentary beverages. CHIYOME designer Anna Moss will be showcasing key collection pieces throughout the three day presentation. The presentation will feature core staples of the brand with plans to update key styles with new materials each season; a limited number of new styles will be added bi-annually.

The new brand has enjoyed two sold out limited editions in collaboration with Of a Kind and has gained international exposure via press and wholesale partnerships. The company uses primarily vegetable-tanned leather and other industrial materials sourced locally in New York City, where all designing and manufacturing occurs. Retail prices range from \$95-\$485.

HOVER COLLECTION is a study of suspending bags between opposites: expected and unexpected materials, firm and flexible structure. The collection hovers between traditional and non-traditional, calling into question the constraints of contemporary accessory conventions. It originates from experiments in material tension as natural and unnatural elements interrelate. Highlights of the debut include the Squared Bag, Suspend Bag, Marble Clutch and Dusk Tote (as seen above) and several other pieces that stem from the designer's material and structural experimentation. The studio's clean and minimalist perspective manifests through sharp lines, subtle color relationships and smart proportions. The company is committed to generating pieces that grow more beautiful with time.

The line is currently available for immediate purchase at assemblynewyork.com and chiyome.com. For full collection details and to learn more about CHIYOME's initiative to support underserved women in NYC, please visit www.chiyome.com.

BUYERS AND PRESS

Please visit Assembly New York's 170 Ludlow Street location during regular business hours (12pm-8pm) to view the collection from September 10-12. To make an appointment with the designer, please email Jenna Cao at jenna@chiyome.com. Selling dates are through October 15, 2013.

WHAT

CHIYOME debut collection launch during New York Fashion Week

WHO

Anna Moss, the brand's designer will present the first collection

WHEN

OPENING RECEPTION Tuesday, September 10, 2013 7-9pm

PRESENTATION Tuesday, September 10, 2013 - Thursday, September 12, 2013

WHERE

Assembly New York
170 Ludlow Street
NY, NY 10002
assemblynewyork.com