

SANABAY

PARIS

Launch of the SANABAY brand and its first collection of eco-friendly luxury raffia bags and pouches

Created in 2020, the French brand SANABAY presents its first collection of ECO inspired luxury bags at the Maison & Objets Digital Fair from September 4 to 18, 2020. An occasion for the new brand to introduce its handmade products and its vision of conscious fashion with its hashtag signature phrase: #TrustYourNature. SANABAY presents three lines of exceptional raffia bags, which combine tradition, consciousness and passion. Bags and pouches are handmade with a sincere and inspired luxury touch. These sustainable pieces intended for a solar, city dweller and traveller woman who draws her strength from her confidence in the future.

SANABAY is a story of fashion and meaning

Nathalie BACMANN and Sandrine QUIGNON-FLEURET are the Parisian founders of SANABAY. They make the choice to participate in a more fair, more desirable and conscious world with their brand. The two women are reinventing solidarity-based luxury with a production of bags and accessories in natural fibres entirely handmade. Fashion accessories, raffia bags, shopping bags and pouches are unique. Each raffia product is crafted with an obsessive attention to detail to give birth to a solar and authentic style. Because nobody should choose between beauty and consciousness, SANABAY is surfing between reality and dreams, urban life and natural world with an assertive French Touch. A story of fashion and meaning for those who love experiences where emotion takes the first place, sustainability wins out over the ephemeral, creativity and transmission are an art of living. Conscious and noble luxury, carrying values of humanity and trust.

A committed and ethical production are the reasons SANABAY exists

SANABAY offers an alternative vision of fashion for our future. It serves an ethical fashion whose mission is to take another way to do with solidarity and creativity. A fair production with a maximum dose of good feelings and style, details and finishing like the most absolute fashion brands are the principal purpose of SANABAY. It is a whole story of commitments. Commitment to its customers to do something beautiful for oneself and good for our world. Commitment to women craftsmen from Madagascar by enhancing their traditional know-how of raffia hooking. Commitment by using vegetal fibres over any other material. Commitment by opting for eco-friendly processes and finishes from their French and European workshops. Commitment to seek out men and women in social reintegration for their logistics teams.

A first stylish collection built to last with its three lines of tribute bags dedicated to a fluid and feminine wardrobe

Sophisticated details, timeless pieces, soft or structured shapes are the standards for the design. The brand seizes the trends and reinvents chic “must have”. Those essentials are made with enthusiasm and nostalgia through three creative lines of bags and pouches intended for a bold and generous boho woman.

- **The NEO BOURGEOISIE collection:** it's pure elegance with a vintage twist that makes it timeless. A collection made up of three bags revisiting French chic upon times. Structured bags carried by hand or on the shoulder, in natural or deep black versions, which modernize and daringly revisit the codes of classic style. The FELICIE bag and its 60's accents, with its pure and balanced lines, the AVA bag, its 70's allure evocative of an uninhibited boho-bourgeois style and finally the JULIETTE bag and its hypnotic embroidered checks, a nod to

the BCBG look of the years 80's and preppy style.

- **The GYPSET JANE collection:** The bags of the GYPSET JANE collection offer a bohemian attitude with its codes and values. A marriage of “gipsy” and “jet set” way of life and inspired by the hippie chic style. This refined collection with openwork finishes gives a folk and nomadic spirit of luxury which blowing through the tote, the mini tote, the flat bag and the clutch. Cool pieces and simple elegance, a deep brown color that goes perfectly with a total look with natural shades or an assumed bohemian wardrobe. Bags with large, soft volumes, essential bags to adopt for a gipsy silhouette and a trendy “exotic fashion” touch.
- **The ROCK THE RAFFIA collection:** Raffia plays rock ‘n’ roll and nature. The LOU and NINA bags go with soft effects, gold metallic studs or even JANIS and KATE removable shoulder guitar straps. Simple accessories or centerpieces, the ROCK THE RAFFIA collection displays urban lines with an efficient punk rock dimension. Stylish bags and removable straps to personalize a committed woman wardrobe and achieve a glam rock look. Rock studs or flexible chain pouch, or guitar handle, a collection that plays with the codes of rock style while offering high-end artisanal finishes that give pride of place to the soft volumes acclaimed this season.



JANE flat bag

FELICIE structured bag

JANE Soft shopping bag

AVA structured bag

JANE mini tote bag

Each piece is entirely handcrafted and requires between 40 and 100 hours of human work.

Manufactured according to ancestral gestures of the hooking of natural raffia by women craftsmen of Madagascar.

Public prices between 80 and 450 euros. Average price of a bag: 350 euros (including taxes).

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