

Press Release July 2010



ANYA SUSHKO

BESPOKE HANDMADE BAGS

LONDON

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THE BRAND

ANYA SUSHKO is an emerging brand which reflects the creative heritage of its founder. The strong silhouettes and well-accentuated shapes mirror Sushko's innate flair for architecture, creating a quickly establishing itself signature look.

ANYA SUSHKO's work is as eclectic and sophisticated as is the designer's background. Using the highest quality leather and silver fittings hand-picked from Italy, each one of the bags is handmade in London, and stands out with an impressive attention to detail.

THE DESIGNER

Anya Sushko is a young talent whose creative heritage finds expression in her work. Lifelong fascination with architecture and an unplanned breakthrough in the fashion design world lead her to start her own line of high quality leather handbags. Their well accentuated structure and silhouettes take inspiration from the human body, gothic architecture and the serene Baltic scenery, amongst which Anya spent her childhood.

Anya did not grow up dreaming of becoming a designer. Surprisingly, fashion chose her. Born in Latvia , she actively pursued traditional Russian arts, practicing ballet, gymnastics and playing piano. Anya's talent and passion for creativity surfaced further when she moved on to art and drama studies. She vividly remembers the stern Soviet times and found inspiration in the beauty of arts— a bridge between past and present, which captivated Anya's imagination. When an university degree in architecture and interior design and a career in modeling to fund her studies brought Anya to London, she saw Central Saint Martins's College, where she nurtured her creative skill in textiles, illustration and design. Her gift for craftsmanship and big personality secured her a position at Alexander McQueen's studio in London, where she contributed to the haute couture line. With the encouragement of her university mentor, Anya started to produce high quality bags in her own name. When ANYA SUSHKO caught the eye of fashion connoisseurs and received an exhibition invite at Paris Fashion Week, it was time for Anya to focus on her own signature line. The strong silhouettes and well-accentuated shapes of Anya Sushko handbags reflect the designer's innate passion for architecture, while the intricate finishes and details speak of her dedication to handcrafting traditions. Made from highest quality leather and silver fittings, each one of her bags is handmade in London.

Anya believes that every bag tells a story. Of the person who wears it, of where they come from and what they are after...

THE CONTACTS

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