

## **BULAGGI's Summer '20 statements**

***Be radiant with everything nature has to offer***

Hilversum, 2 July 2019 – Dutch bag brand BULAGGI, known for outspoken colour choices, prints and a sophisticated finish, presents its authentic Summer '20 range featuring a love of nature. The three story lines in this collection are: 'Let's start Fresh', 'Ode to our Seas' and 'Stick to your Roots'.



BULAGGI's bags and clutches display great attention to detail within a contemporary, stylish and affordable collection. The Summer collection of 2020 includes a bag for every woman.

### **Let's start Fresh**

Stillness, serenity, hidden details and clean lines; these are the keywords for this theme. The bags are of a sleek and super-feminine design. The colour range starts with white and nude, combined with celadon, terra, oxblood and yellow. These bags derive their unique BULAGGI style from innovative touches such as pleats or painted edges.

### **Ode to our Seas**

Surfaces that evoke the shimmer of water, countless shades of blue, bleached coral, silver and sand accents; the materials used in this line are reminiscent of things you may find or see at the beach.

### **Stick to your Roots**

Warm, familiar colours form the basis for the shoppers, hip bags and hobo bags featured in this theme. Natural prints such as crocodile and snake are the other essential fashion statements of this line.



Let's start Fresh



Ode to our Seas



Stick to your Roots

*"All BULAGGI bags are made from high-grade PU. We take account of sustainability as part of our role in the fashion industry and all our bags feature a refined finish so that women will want to use and re-use them for a long time. And it goes without saying that each of our collections reflects our passion for colour, comfort and quality."*

Annemarieke Schouten-Walraven, BULAGGI owner and designer.

Items from the 2020 Summer collection can be ordered from mid-July and deliveries will begin in early December 2019.

### **About BULAGGI, the bag | Desire within reach**

BULAGGI wants to celebrate all the unique features of a woman with the perfect bag. At a time when an outfit is not merely a look, but part of your identity, we feel it is important that this is achievable. BULAGGI understands what women want and offers a range of affordable, on-trend, high-quality bags with special extras for all occasions. Our bags are free from animal testing and animal materials.

### **Family-owned business**

BULAGGI is a Dutch family-owned business and has been designing and producing women's handbags and accessories since 1969. The company was founded by Wim and Trix Walraven, and their daughter Annemarieke Schouten-Walraven currently runs the business. BULAGGI bags are characterised by the perfect balance between functionality and design. Luxurious extras and multiple details ensure an unrivalled richness for all the bags, something often described as the typical 'BULAGGI feel'.

Annemarieke Schouten-Walraven: *"We have BULAGGI running through our veins and that makes it easy for us to guarantee continuity in brand perception and collections. The trusted BULAGGI feel is expressed in stylish, affordable bags based on the latest trends, featuring multiple details and enriching extras – in each and every new collection."*

**Editorial note:**

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