

## ***Between traditional and contemporary|SS21***

With its vegan 2021 summer collection, Dutch brand BULAGGI introduces a new, eco-friendly material. At a time when consumers and brand alike are searching for a balance between optimum quality for longer life and contemporary designs that reflect a more current theme, BULAGGI launches a collection that consists of two lines: Reflect and Bloom.

BULAGGI is aware of the increasing pressure on both people and the environment, and of how this has led to a greater demand for more environmentally-friendly materials. Following the announcement last season that from now on the brand will produce only vegan bags, the search has been on for new materials that are also more acceptable from this environmental perspective. Starting with the SS21 collection, BULAGGI is proud to present part of its collection in an **eco-friendly, vegan material**. This material is water-based and **solvent-free**.

*Energy consumption and waste from by-products have been reduced significantly as compared to the traditional production process for synthetic leather. Thanks to these savings in energy and the avoidance of solvents, the production of the bags is a low-carbon process. This contributes to the steps needed to protect our environment, not least because another benefit of this process is a huge saving on water compared to traditional production methods.*



### **The collection**

Via the Reflect and Bloom lines, the collection connects to the dilemma we are encountering in the trends for summer 2021. Neutral colours and sleek styles mirror our search for tranquillity; on the other hand, we are also seeing many casual styles featuring an almost provocative amount of intense colour. Influences from nature are key in both these contrasting trends, as is the use of a variety of traditional crafts in a new guise.

# BULAGGI *the Bag*

-Press Release-

Frequent use is made in the **Bloom** line, for instance, of materials such as raffia, cotton and sisal. When these combines with wickerwork, macramé and crochet textures, a seasonal relevance emerges. Cognac takes the lead, but combines readily with expressive colour tones such as cobalt and lilac.



A more serene ambience characterises the **Reflect** line, which includes many self-coloured bags, alternating with floral patches or subtle details such as coloured edges. The colour palette is sturdy yet feminine, and consists of matt, pastel colours such as powder pink, pebble green and blue.



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