



Liebeskind Berlin. They presented their bags for the first time at the Premium in Berlin two years ago. The bags are simple and spacious, but feature captivating material. Premium lambskin, soft cowhide from Italy. The leather is left in its natural finish. That makes for a beautiful patina which seems more and more interesting the longer the bags are worn. Zippers serve as the sole adornment. Liebeskind Berlin was established by a troupe of five young Berliner designers. There are currently two collections with about 30 pieces per year. An expansion to four collections is in the works. Wholesale prices are around €69.

Griesbach

A great deal of creative potential is still slumbering on the eastern front. It seems like Katka and Zuzka Griesbach want to call out to the world: "Look over here!" At least they want to do it with Griesbach, their new bag label. The first sample pieces of their own collection arose from the remains of an old leather sofa, which Katka had dissected. Today, the bags are handmade in a small workshop in Switzerland. They have a clear approach to

material, design and details, resulting in simple, modern shapes. The retail prices start at around €250 and run to €650. There are two collections per year, with about 10 pieces each.



Next Generation

The commotion about the bag has quieted. Even more than before: "The hype surrounding the big names has died down. New, individual labels and styles are pushing their way to the forefront," says Rossana Orlandi of Spazio Orlandi in Milan. The euphoria has even faded in Paris: "The bag boom is slowing down. People are looking for creative pieces for €400-600," says Christine Chapellu of Bon Marché. Boutiques Penelope in Brescia wasn't the only one to react: "We have distanced ourselves from the high profile brands so we could promote alternative labels. The effort has paid off," says Roberta Valentini. Room has been made for labels which are new, young, untapped, less known or simply less conspicuous. The price-performance-ratio is back in the focus. Surprising materials, new shapes, practical aspects, potential uses, quality. Creativity. Special features. Looks and uses instead of just brand names. Jérôme Dreyfuss, Liebeskind Berlin and Griesbach are great examples of this. ■ JJ

JÉRÔME DREYFUSS



Okay, Jérôme Dreyfuss is not exactly a greenhorn in the industry. His creations were already stirring up a sensation in Paris in the late 90s. He has worked with John Galiano, Inès de la Fressange and as creative mind of the couture collection at the Hervé Leger house. In 2008, he opened his first boutique in the heart of the choice Saint-Germain-des-Prés quarter in Paris. The designer is considered one of the first to design soft pouch bags and furnish them with an intelligently configured interior, which made it easy for women to find everything. Dealers' interest in the collection has increased in the past few seasons – they've been looking for creative names which haven't been used up. The same goes for the customers – they admire the independent design, the super soft leather, the many inner pockets and the moderate prices, which range from €300 to €700.

More bags to watch: Cerre +++ Chris & Tibor +++ eg Elena Ghisellini +++ J Dauphin +++ JT +++ Kenjiikeda +++ Life With Bird +++ Maloles +++ Minority +++ Mos Milano +++ Numero 10 +++ Oral Kiely +++