

EMALLE

New York

Ully

MSRP \$698

Send order requests to: orders@emalleny.com

A stylish leather day bag with the roomy utility of a weekender. This everyday carryall is designed for modularity with smart compartments hidden throughout to provide flexibility for items big (laptops, notebooks, magazines) and small (wallets, make-up). Features a shoe compartment to protect high heels.

- Leather bag with top zip closure
- Front, back, and side outside pouch pockets
- Zippered compartment on front
- Main interior splits into two compartments to accommodate large and small items
- Two leather-trimmed interior zip pockets
- Shoe compartment at base with two-way zip compartment access
- Rolled leather top handles (optional flat leather cross-body strap)
- Gold hardware
- Studs on base
- Cotton canvas lining with nylon canvas lining in shoe compartment for easy cleaning
- Metal stamped plaque
- Dimensions: 14"W x 15.5"H; Handle Drop: 7.5"
- Available in tan, black, cream, and burgundy

Phone **347-529-7890** | Email info@emalleny.com |
Web emalleny.com | Facebook [emalleny](https://www.facebook.com/emalleny) | Twitter [@emalleny](https://twitter.com/emalleny)

EMALLE

New York

Ena Utility Tote

Smart utility, craftsmanship, and exceptional style



EMALLE

New York

Ena Utility Tote

MSRP \$510 in leather and \$420 in canvas

Send order requests to: orders@emalleny.com

The ease of a simple tote with classic versatility that takes you from day to evening and from work to weekend. This everyday carryall is designed to be effortlessly chic. Big enough to carry daytime essentials, yet still perfect for nights out.

- Leather flat tote with 2-way top side zip access
- Fold-over flap with concealed magnetic fastening
- Zippered compartment at back
- Interior leather trimmed zippered pocket
- Two internal pouch pockets, pen and key ring holder
- Rolled leather top handles (optional flat leather cross-body strap)
- Gold hardware
- Fully lined cotton canvas
- Metal stamped plaque
- Dimensions: 14"W x 16"H; handle drop: 7.5"
- Available in supple lambskin in goldenrod yellow, brandy brown, and black; also available in canvas with yellow-lambskin trim

Phone **347-529-7890** | Email info@emalleny.com |
Web emalleny.com | Facebook [emalleny](https://www.facebook.com/emalleny) | Twitter [@emalleny](https://twitter.com/emalleny)

EMALLE

New York

Uly

Designed by a woman on-the-go
for the modern fashionista on the move



EMALLE

New York

Bio | Erika Emeruwa

While working as an executive in New York's fast-paced advertising industry, Erika Emeruwa was looking for ways to reduce the number of bags she was forced to carry throughout the day. She dreamed of one handbag that could contain everything she needed for client meetings, photo shoots, and after-work events.

One day after a harrowing glimpse of her own reflection carrying four separate bags in a passing subway car window, she suddenly noticed a lot of other young women on the subway who were also carrying multiple bags. An idea quickly germinated: Why not create handbags for women that would set a new standard for what it means to both carry it all in high style?

During that same subway ride, she began doodling her first design handbag ideas in the margins of a notebook. Those original sketches became the inspiration for her innovative capsule handbag collection.

Erika has spent her professional career leading and managing global account assignments at Laird and Partners, BBDO, and Ogilvy New York. She has worked with a variety of campaigns and clients from Hilton and Coty, to Coca-Cola and Kodak.

She grew up in Cleveland, Ohio, and she is a classically trained violinist. She earned a music scholarship to The George Washington University and graduated with a marketing degree from GWU. She has since studied accessories design at the Fashion Institute of Technology (FIT).

EMALLE

New York



Conceived, Designed and Manufactured in New York City

Crafted in New York City from the most supple and durable leathers and fabrics available, and including many thoughtful touches and innovative and stylish design elements, Emalle New York handbags are quickly winning fans among New York stylemakers. Emalle maintains high ethical standards of production and fair trade partnerships with the New York City-based craftsmen and craftswomen who create each handbag.

Phone **347-529-7890** | Email **info@emallenyc.com** |
Web **emallenyc.com** | Facebook **emallenyc** | Twitter **@emallenyc**

EMALLE

New York

FOR IMMEDIATE RELEASE

Emalle New York Debuts Handbag Capsule Collection

New York, N.Y., July 1, 2011 – Emalle New York today launched its first handbag capsule collection for 2011. Made for women who demand luxurious sophistication, yet crave superior function, Emalle now offers two unique handbags designed and manufactured in New York City, which shatter the divisions between work and play and blur the line between utility and style. Now busy women everywhere can shape-shift seamlessly from the workday grind, to business and leisure travel, to evenings out on the town.

“These designs are not only impeccable and beautiful, but they also include special dedicated sections for must-have items like laptop computers, notebooks, magazines, make-up, and of course a special hidden section for your precious Laboutins and Manolos,” said the company’s founding designer Erika Emeruwa.

Two handbag designs that fashionably answer every on-the-go need

The **Ullly Bag** is a chic day bag with the roomy utility of a weekender. Available in soft yet amazingly hard-wearing black, cream, burgundy, and brandy leather.

Emalle’s **Ena Utility Tote** is an effortlessly chic and simple everyday leather carryall that is big enough to carry daytime essentials, yet still perfect for nights out.

[more >](#)

Phone **347-529-7890** | Email info@emallenyny.com |
Web emallenyny.com | Facebook [emallenyny](#) | Twitter [@emallenyny](#)

EMALLE

New York



Phone **347-529-7890** | Email info@emallenyny.com |
Web emallenyny.com | Facebook [emallenyny](#) | Twitter [@emallenyny](#)