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THE LAUNCH OF THE ETTINGER POUCH & PORTFOLIO

We are delighted to launch the newest products to the Ettinger collection – two new zipped portfolios that have been inspired by the London-based architectural design and development studio, Echlin.

The smooth, sleek exterior shows off the depth of colour and richness of Ettinger's iconic bridle leather and burst of signature London Tan yellow inside. The Medium Zip Pouch is perfect for an iPad and A5 notebook, while the Large Zip Portfolio is ideal for a laptop and an A4 notebook.



Echlin's team of interior designers and architects gave insight to the **essential items a modern professional carries for business** and were clear of the importance of first impressions. Ettinger then used these foundations to create two zipped portfolios that are practical and yet **without any compromise on style**. The resulting portfolios accommodate perfectly all the items you need – a laptop, iPad, notebook, pens and presentation papers - with space for a few extra items too. If travelling is part of your working day, then keeping a portfolio lightweight is also important. The minimalist design means that even the larger size **weighs just over 500 grams**. Finally, the style. The smooth, sleek exterior shows off the depth of colour and richness of Ettinger's iconic Bridle Hide leather and burst of signature London Tan yellow inside.



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The most important element when creating a new product is spending as much time as you can listening to customers. I cannot emphasise this enough, you need to listen to those who would use the product, and make sure you create something that works. The world around us is forever changing and we strive to design products that last, and will still be relevant in years to come. With this in mind our new versatile Pouch and Portfolio can be adapted for various uses. Through the process of designing these portfolios we have spent a lot of time listening to the team at Echlin, who are experts in their field, with each individual having their own needs, we wanted to design holders that work for every modern business professional.

ROBERT ETTINGER

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Having worked with Ettinger on a few small projects, we discussed with them our struggle to find something that catered to the varying needs of our entire team whilst also conveying our detail-oriented design ethos. The simplicity of this elegant piece allows our creative work to take the centre-stage whilst being practical and also confidently having its own identity. As one of the last companies to make all their leather goods here in the UK, their commitment to British craftsmanship is outstanding and inspires our own focus on working with as many local makers as possible.

ECHLIN CO-FOUNDER MARK O'CALLAGHAN

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AS SEEN IN THE SPRING JOURNAL READ MORE ABOUT GUERRE AND HIS STREET STYLE [HERE](#)

The Bridle Hide Large Zip Portfolio in green seen on the streets of New York, in the hands of Karl-Edwin Guerre



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What resonates with me the most about Ettinger is that the House refuses to rest on its past glory, instead they are cementing the way for a glorious future.

KARL EDWIN GUERRE

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The full collection of the Portfolios are available from 6th April at:

ENGLAND | LONDON | [THE ETTINGER SHOWROOM](#)
[WWW.ETTINGER.CO.UK](#)

From the end of April 2018 the Portfolios will be available in 4 stockists around the world. If you are looking for a particular colour or size in any of the stores below, we recommend you contact the store prior to your visit as not all stockists have all the colours in both sizes.

GERMANY | HAMBURG | [LADAGE & OELKE](#)
BELGIUM | BRUSSELS | [ORLANDA](#)
CANADA | TORONTO | [BETTY HEMMINGS](#)
SINGAPORE | [ONLY BROWN](#)