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ESTD 1934 **ETTINGER**

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BAGS & CASES ETTINGER Journal

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ACCESSORIES

ISSUE Nº 5 | SPRING '18

THE TOPICS

THE HERO

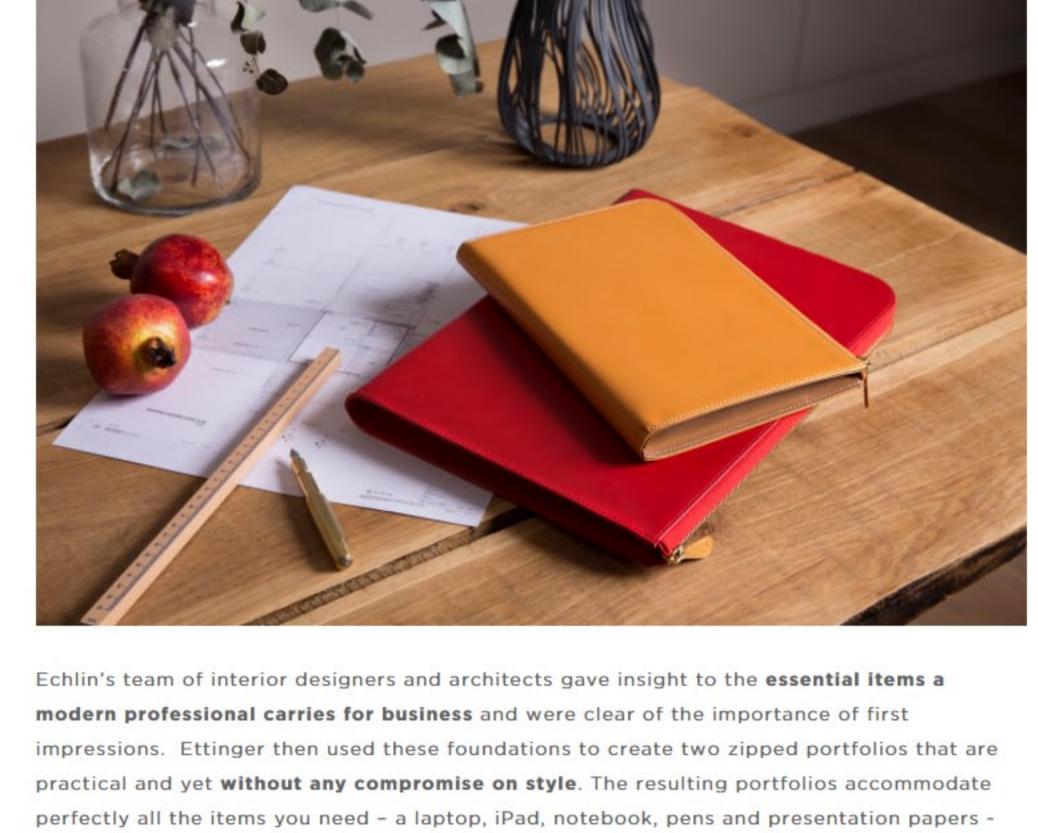
THE RETAIL

THE PRESS | 6TH APR 2018 THE LAUNCH OF THE ETTINGER POUCH & PORTFOLIO

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

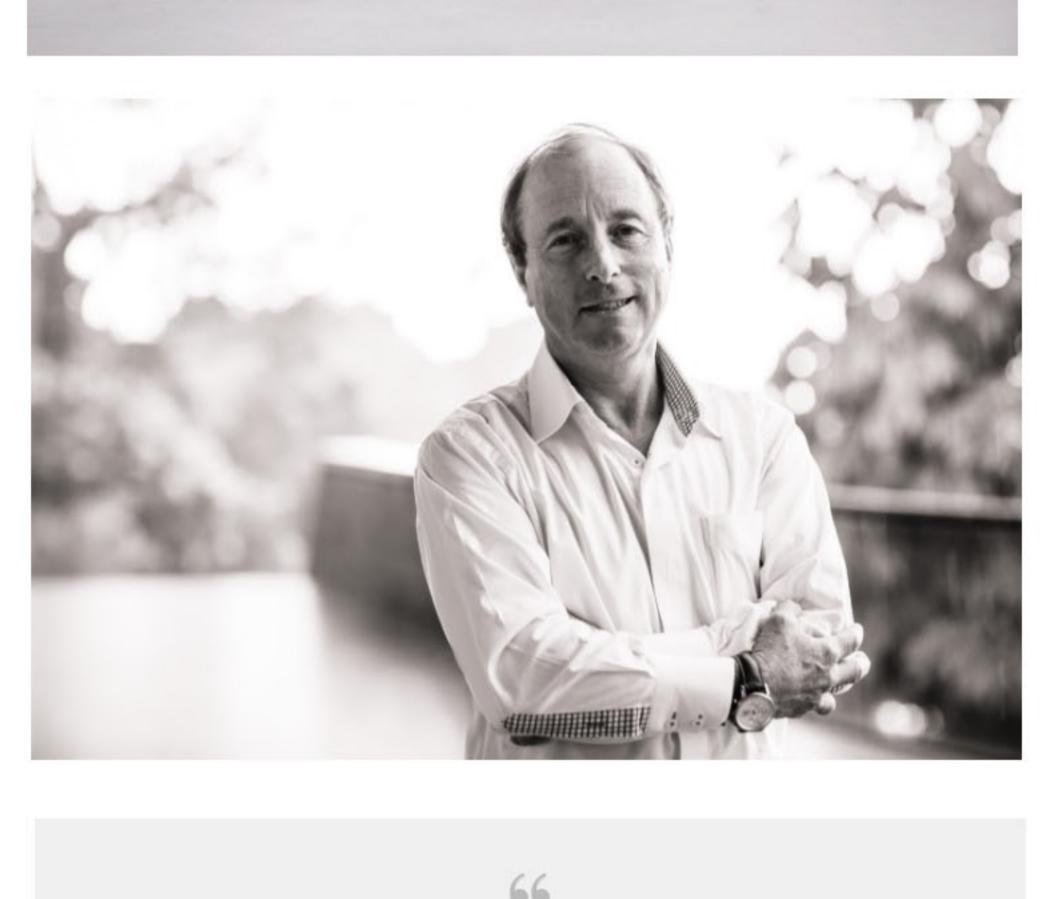
We are delighted to launch the newest products to the Ettinger collection - two new zipped

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.



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.

with space for a few extra items too. If travelling is part of your working day, then keeping a

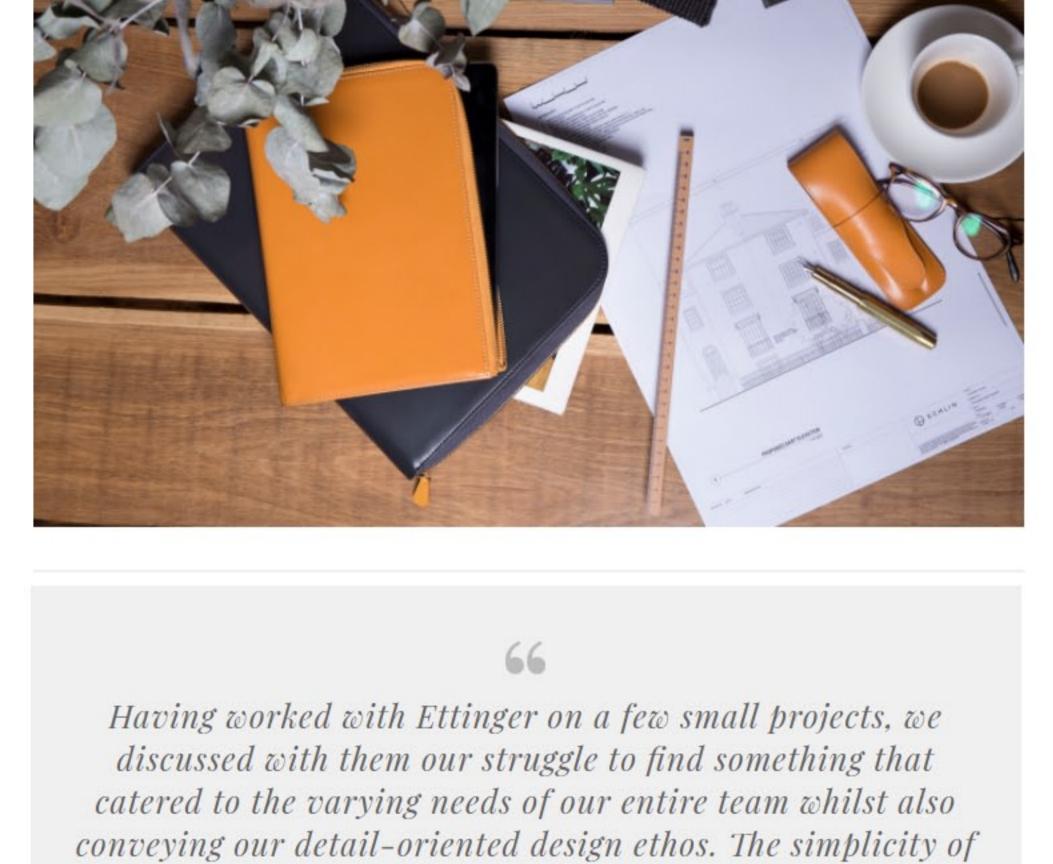


who would use the product, and make sure you create something that works. The world around us is forever changing and we strive to design products that last, and will still be relevant in years to come. With this in mind our new versatile Pouch and Portfolio can be adapted for various uses. Through the 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 99

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



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





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

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

From the end of April 2018 the Portfolios will be available in 4 stockists around the world.

ENGLAND | LONDON | THE ETTINGER SHOWROOM WWW.ETTINGER.CO.UK

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

If you are looking for a particular colour or size in any of the stores below, we recommend CANADA | TORONTO | BETTY HEMMINGS SINGAPORE | ONLY BROWN

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