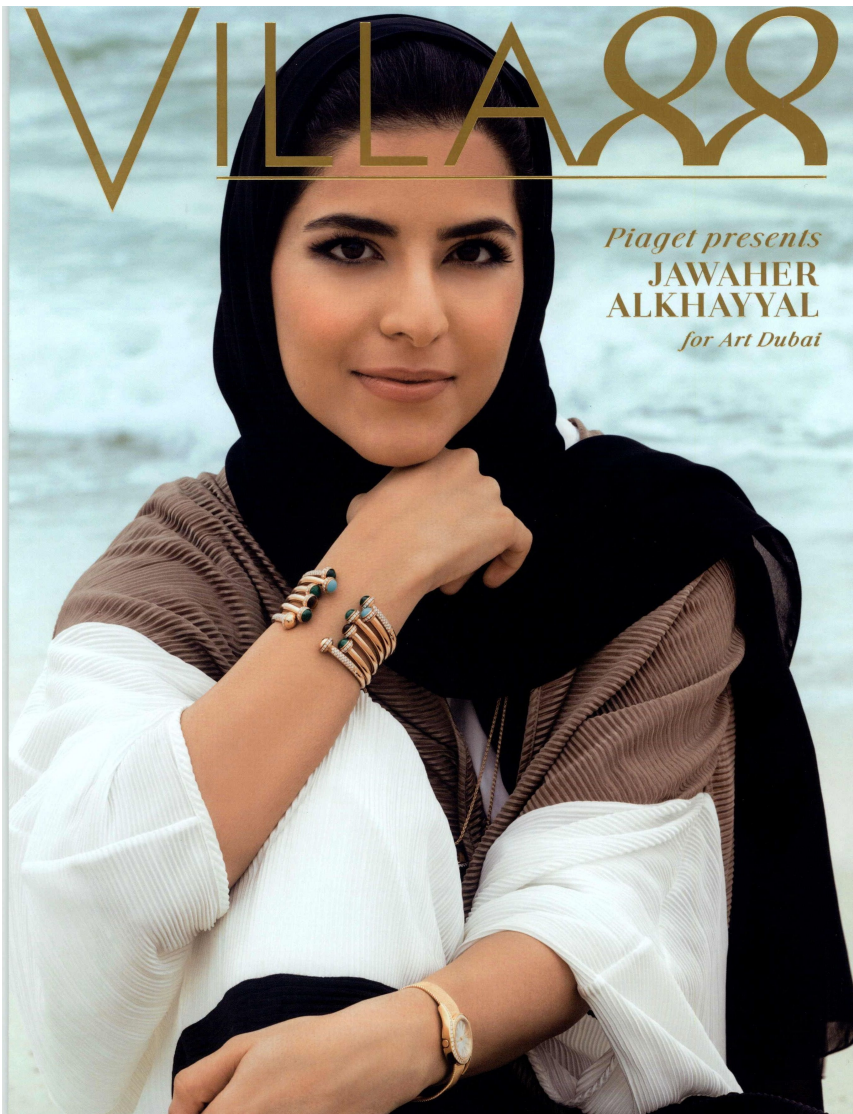


Bagging an icon

Synonymous with high-end luxury bags, and a celebrity clientele, the likes of which include Diana, Princess of Wales, Angelina Jolie, Sarah Jessica Parker, Kate Winslet and Charlize Theron, Lana Marks turns her attention to the UAE with the opening of her first exclusive boutique at Atlantis, The Palm. We sat down with the renowned designer to discuss the new boutique, unique designs and to gather some all-important styling tips. very finest in terms of quality as well as the excellent craftsmanship of our artisans in Milan and the finest tanneries. It's in the details as well - if you consider the Princess Diana handbag, the front flap is contoured, normally brands have their flaps straight across, so the factory owner has to cut that himself.



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the UAE

Bagging an icon





SYNONYMOUS WITH HIGH-END LUXURY BAGS, and a celebrity clientele, the likes of which include Diana, Princess of Wales, Angelina Jolie, Sarah Jessica Parker, Kate Winslet and Charlize Theron, Lana Marks turns her attention to the UAE with the opening of her first exclusive boutique at Atlantis, The Palm. We sat down with the renowned designer to discuss the new boutique, unique designs and to gather some all-important styling tips.

What took you so long to open a boutique in the UAE?

I would say it's a matter of having the right partner, somebody in the region who understands pure luxury that is a niche concept, and also finding the right location that is very brand-specific, we're very particular about location, and so finally when this amazing location became available, in the lobby of Atlantis – we just said 'this is it' and had the right partnership and the right staffing in place.

How do you view women's sense of style in the UAE?

For high-end luxury handbags, I would say its number one in world. I think it's such a multicultural society. UAE women are very sophisticated and know high-end, fabulous fashion and quality. I think if you consider one specific city in the world that is best suited for luxury fashion – it is Dubai.

Today, there are many new and established brands that have incorporated the concept of luxury bags in exotic leather. What would you say is the most unique selling point of the Lana Marks brand?

I think what sets us apart is that we have many iconic signature handbags that people all over the world find very useful in terms of form and function. Whatever we do is the

very finest in terms of quality as well as the excellent craftsmanship of our artisans in Milan and the finest tanneries. It's in the details as well – if you consider the Princess Diana handbag, the front flap is contoured, normally brands have their flaps straight across, so the factory owner has to cut that himself. The piping of the front flap is 3mm, it's much more difficult to do than the much wider piping that is common. The level of difficulty when it comes to the workmanship is also greatly appreciated.

Overall, which collections/pieces do you anticipate would be most popular in the UAE?

One of the new things we have come up with now, and we've launched it for the first time with the store in Atlantis, specifically for UAE women, is our rare diamond collection. We've done a lot of diamonds in our Oscar or bespoke handbags, but this is the first time that we have featured very rare gemstones; for example we have one with a 1-carat red diamond. At the moment, in the world, there are only two red diamonds that are 1-carat or more available that are GIA certified. There have only ever been nine red diamonds graded. We also have a 1.65-carat natural vivid blue diamond, in a setting of beautiful diamond waves on a sea-blue alligator Cleopatra clutch. Then with an emerald green Cleopatra, I've got a whole series of different emeralds that I've collected from all over the world, set three-dimensionally in 18-carat gold. There's also a black Cleopatra with very prominent white diamonds, and then we have cabochon rubies set with very small purple diamonds in an antique-style 18-carat gold setting – each of these is one-of-a-kind. This collection of nine handbags is featured, for the first time in the world, in Dubai, and it is by far the most beautiful handbags that I have ever created.

MAKING A STATEMENT

Lana Marks reveals which bags to use and when:

High Tea

The Princess Diana bag, it's extremely elegant, it's practical, it's an iconic handbag and it can be totally suitable for a High Tea, which is English inspired.

Business meeting

I would recommend the Paris Business Tote, it's like a briefcase, but it's a handbag with multiple compartments for all the modern-day technology, as well as the Positano Tote.

Social gathering

The Frozen Chain Top Handle in the large or small size, in a vivacious color, it's our number one fashion handbag at the moment, it also has a shoulder strap and it's ultra-chic.

Formal event

The Cleopatra clutch – it comes in three sizes, small, which is perfect for a very formal black tie event, there's the medium size, and now there's a longer size – so you really can choose the size depending on how much you want to put inside.

Dinner with friends

I would recommend the new Mosaic clutch, it's fun, it's got 14 different colors.