

Furla unveils bold new collection

/EINPresswire.com/ UK (submitpressrelease123.com - press release) Italian handbag brand Furla has unveiled its striking new autumn/winter collection, subverting traditional conventions with a bold and colourful series of designs.

Last month, VIP guests and reporters descended on Furla's Mall of Emirates store to take a first peek at what is expected to be the season's 'it bag' – the Piper Lux. Models were on hand to strut along the Milan-inspired catwalk, before guests departed for the new Meydan Beach Club, which hosted an exclusive cocktail party afterwards.

"Furla has a well-earned reputation for the avant-garde, and its autumn/winter collection definitely continues in that vein," said Fahad Siddiqui at [Boutique 1](#). "Its styles are inventive and instantly recognisable whilst simultaneously being simple and elegant. Furla combines a distinctive sense of fun with class and practicality. Much of the fashion world has been on tenterhooks waiting for this latest collection, and it didn't disappoint. It's sure to prove a big hit."

For its latest autumn/winter collection, Furla sought inspiration from Dadaism and its tongue-in-cheek 'anti-catwalk' put the bags firmly in centre stage by partly obscuring the models themselves behind a curtain. The aim was to ensure that the audience's undivided attention was devoted to the 12 bags on show and the striking colour palette encompassed by the collection.

There was no doubt, however, that Furla's Piper Lux bag was the real star of the show. The design of this limited edition 'icon bag' was inspired by the intensity and transformative effects of light – a thread that runs throughout the entire collection.

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