

# Eco Fashion Designer Helps to Turn Leather Wastage to Stylish Handbags

*Juliane Park, previous designer at Badgley Mischka Outerwear, brings her “Eco-chic” handbag line to Kickstarter*

NEW YORK, NY, USA, April 11, 2016 /EINPresswire.com/ -- New Startup AEHEE NEW YORK announce today that it is raising funds via a rewards / equity crowdfunding campaign on [Kickstarter](#) to start production of their upcycled leather handbag line. The company set out to raise \$10,000 on Kickstarter to start the first batch of their latest eco-friendly collection that is going to change the sustainable fashion market.

While working in NYC’s famed fashion industry, Aehee designer Juliane Park witnessed first-hand the vast amounts of unused leather that were discarded as waste after each season. Inspired by the quality of the leather pieces her employers considered waste, Juliane sought to find ways to repurpose the unused leather pieces. “Our bedroom is filled of unused premium leather skins and scraps from designers rather than designer bedding sets as normal house would have,” says Juliane.



Cute animal patchwork leather clutches in upcycled leather



Eco-friendly bag

AEHEE’s Eco-Chic handbag line was established with the goal to offer affordable, unique leather products while utilizing premium unused leathers originally marked for the top fashion houses in NYC such as Marc Jacobs and Michael Kors. By obtaining materials at a discount through their extensive network AEHEE can create and offer high quality leather bags at an affordable and much lower than designer’s price.

Most upcycled leather bags has an appearance of old, boring, and worn out image. Juliane has set out to change this misconception. “We create and design unique patchworks and choose fun colors mixing different leather qualities. This is how we differentiate ourselves from other upcycled leather bag company.”

Kickstarter campaigns operate under an “all-or-nothing” funding model so if the AEHEE project doesn’t reach its goal at the end of 30 days then it will take longer for the Eco-chic line to succeed and there will be more unused leather just sitting at the factory or thrown away as wastage. Those interested in supporting the project, should visit [Kickstarter](#) to learn more and help spread the word

via social media. Consider donating as little as \$5 to help their project come to life. A percentage of all contributions will be donated to Compassion International to help vulnerable children. By making the decision to contribute to the AEHEE project you will be helping to decrease the vast amounts of leather that goes to waste each season.

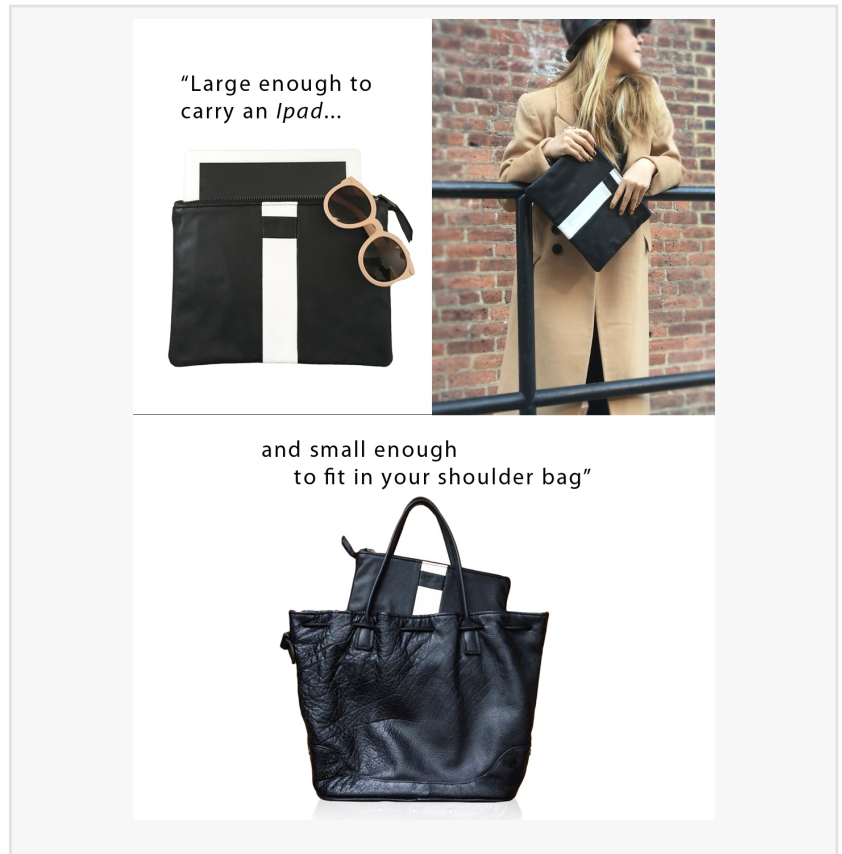
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If you'd like more information about the AEHEE Project, or if you'd like to schedule an interview with Juliane Park please email [info@aeheeny.com](mailto:info@aeheeny.com) or send them a Tweet [@aeheeny](https://twitter.com/aeheeny).

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Juliane Park studied Fashion Design (AAS) at Fashion Institute of Technology and Business Finance (BS) at California State University of Northridge. Upon completion of her studies, she advanced

her career through apprenticeships at such world renowned design houses as Donna Karen, Zac Posen and Narciso Rodriguez. Prior to launching her eponymous collection, Juliane designed for Badgley Mischka Outerwear where she matured her passion in dealing with leathers. Her design skills, leather knowledge, and entrepreneurial savvy, and experience in business makes her a great position to tackle the challenge of bringing the AEHEE Eco-chic collection into the world.

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