HOUSE NUMBER.01 MAKES ITS NEW YORK DEBUT

Marcela Vélez Introduces a New Collectible Leather Goods and Accessories House at Casa Valle in Tribeca



House Number .01 | First Edition "The Spiral"| Photo by Ben Toms

NEW YORK, NY, UNITED STATES, September 14, 2026 /EINPresswire.com/ -- HOUSE NUMBER.01, a collectible leather goods and accessories house founded by Marcela Vélez Osorno, co-founder of M2Malletier, made its New York debut on September 9 with an intimate presentation at Casa Valle in Tribeca.

Conceived in Zürich and meticulously produced in Italy, HOUSE NUMBER.01 introduces a series of limited-edition handbags positioned at the intersection of exceptional craftsmanship, art and design. Each piece is conceived as a sculptural object, distinguished by exacting construction, exceptional materials and a deliberate sense of rarity.

The house takes its name from Vélez Osorno's residence outside Zürich, originally conceived by celebrated Swiss artist Ugo Rondinone in 2014. Surrounded by forest and defined by a singular relationship between art, architecture and the natural landscape, the house has become both the creative center and philosophical starting point for the brand.

HOUSE NUMBER.01 debuts with its First Edition, a sculptural handbag whose form draws upon the Golden Spiral and Fibonacci sequence - mathematical principles found throughout the natural world - and the geometric investigations of artists Emma Kunz and Hilma af Klint. These references are distilled rather than reproduced, informing the bag's proportions, construction and distinctive hardware.

EVENT DETAILS

Date: Wednesday, September 9, 2026
Location: Casa Valle, 50 Lispenard Street, Tribeca, New York
Hosted by: Marcela Vélez Osorno, Founder and Creative Director
Art Direction: JC Obando
Florals: Raul Avila

PRESS MATERIALS

High-resolution imagery and HOUSE NUMBER.01 brand materials available upon request.

PRESS CONTACT

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ABOUT HOUSE NUMBER.01

HOUSE NUMBER.01 is a Zürich-based collectible leather goods and accessories house founded by Marcela Vélez Osorno. Conceived in Switzerland and meticulously made in Italy, the house creates limited-edition objects that bring together exceptional craftsmanship, art, architecture and the geometry of the natural world.

Each piece is made to order and realized with an uncompromising approach to material, construction and finish. Rather than adhering to the traditional fashion calendar, HOUSE NUMBER.01 will unfold gradually through a succession of editions released over time, allowing each design to exist with intention and in deliberate scarcity.

Drawing upon Vélez Osorno's longstanding engagement with art and design, HOUSE NUMBER.01 approaches the handbag as an object of permanence rather than seasonality. Sculptural in form and exacting in execution, each edition is conceived to be collected, lived with, and ultimately passed on.

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