

FURLA

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TFWA World Exhibition & Conference Preview

Furla launches SS19 collection in Cannes

Furla launches its Spring Summer 2019 collection into travel retail (stand Bay Village, Bay 2) at the 2018 TFWA World Exhibition.

One of the main focuses of the new collection is Furla Mimi: a new crossbody bag which provides the ground for creative experimentation and has already distinguished itself as one of the brand's top creations. With the defining shape of its large, full body flap, it is available in two sizes: Small and Mini.

Like every Furla bag, Furla Mimi also strives for innovative design, functionality and convertibility. The chain link strap, which ends with a leather insert, slides with the new system of rings on the top of the bag, allowing it to be worn both as a crossbody and as a shoulder bag.

In addition, the flat pocket on the back of the Mimi bag provides a place to always have your essentials within reach, like your licence or mobile, without having to open the bag. Mimi has a grosgrain-lined interior, with a small open pocket.

Furla Mimi comes in a range of ultra modern colours: bright Ruby red, yellow-green Lime, light orange Mandarin, and soft pink Camellia, plus two classics – Chalk white and black Onyx. The choice of materials is just as varied: Bouclé calfskin, Vacchetta leather (Furla's sophisticated vegetable-tanned leather), Capra printed python and Mousse calf leather, smooth and studded.

A special care and attention to detail characterises the Furla Mimi design, which perfectly lends itself to and complements the various leathers used.

I am looking forward to introducing the SS19 Spring/Summer collection to our retail partners in Cannes," says Gerry Munday, Furla's Global Travel Retail Director. "With a full schedule of interviews booked already, it certainly looks like it's going to be a busy week."

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