HONEST LUXURY BRAND SEVDA LONDON PROUD TO BE PARTICIPATING ONCE AGAIN AT LONDON FASHION WEEK PRESENTED BY BRITISH FASHION COUNCIL

Friday 18 September, 2020

SEVDA LONDON is proud to be participating once again at London Fashion Week (LFW) presented by British Fashion Council (BFC).

As the Founder and Designer of SEVDA LONDON, Ms. Sevda Mutlu brings together **elegant modern beauty** and **sustainability** within each of her products. This is possible because of the combination of **creativity** and **true artisanship** with **unique sustainable materials**; making this world a better place.

We live in a modern society where traditional skills such as artisan crafts are in danger of dying out as demand for them falls and craving for faster and cheaper products grows, which can only survive less than a few seasons and find their way to landfill.

We are losing the qualities of what make us valuable and what really feeds our souls: creativity, artisanship, appreciation of handcrafted work, and respecting the talent creating this artwork.

Long before Covid-19, Sevda had already been shifting her business model from creating new collections for fashion weeks to high quality timeless products representing no particular season. She reiterates, “our purpose is to invite people to a responsible and slow lifestyle where they appreciate and treasure the artisan work.”

Sevda adds, “one of our greatest contributions to sustainability is creating and making products to last, which can be worn for years and pass from one hand to another thanks to their high quality and longevity.”

Ensuring the full traceability and transparency for the materials sourced including leather; knowing where our materials come from, and how they are made and by whom, are most important to Sevda.

She also believes creativity and innovation goes hand in hand. From adapting circularity in business and encouraging reducing, reusing and recycling, to raising awareness on overconsumption that creates increased pollution and waste, resulting in degraded and collapsing ecosystems, habitats, and species, Sevda is a true advocate of positive change as a result of technological advancements and continuous research.

This year LFW is both physical and virtual. The gender-neutral showcase will include both digital activations and physical events, adhering to Government guidelines on social distancing.

The LFW digital platform serves as the Official Digital Hub and will be freely accessible to everyone, industry professionals and global fashion consumers alike. The platform will host exclusive multimedia content from designers and brand partners, enabling collaboration and bringing together fashion, culture and technology.

As part of the LFW digital platform, Sevda is collaborating with interactive shoppable video tagging software Smartzer and is premiering her clickable videos on the SEVDA LONDON London Fashion Week Designer Profile pages.

About SEVDA LONDON

SEVDA LONDON is a London based **“Honest Luxury”** fashion accessory brand with a distinctive British identity. Her collection is designed in London and crafted in Italy.

SEVDA LONDON is a British Fashion Council designer member and a supporter of Positive Fashion initiatives.

The brand has been evolving around the principles which she strongly believes in. These are **high artisan quality**, **responsible sourcing** and **the honest retail price.**

SEVDA LONDON handbags are produced exclusively in the leather goods workshop in Florence, Italy,

Media:











by highly skilled craftsmen and craftswomen who are the true asset of the brand and with whom Sevda has established a personal relationship with a shared passion and mutual love and respect.









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