

# RABEANCO X JOHANNA HO

## The Second Leatherwear Collaboration Collection

April - As the first "RABEANCO X Johanna Ho" collection debuted last year has gotten rave reviews, Johanna Ho, a renowned Hong Kong fashion designer and RABEANCO created their second leatherwear collaboration this year, with a new interpretation of both the feminine and cool sides of modern women.

The second "RABEANCO X Johanna Ho" collection embodies 3 elements, including feminine, cool and functional. It not only presents Johanna's attitude toward life, but also RABEANCO's craftsmanship. "This collection is specially designed for women who enjoy life and have fun with a proper work-family balance. Despite having jam-packed schedules in their daily lives, they still maintain a pleasant and optimistic life attitude. They dress up in an elegant and delicate yet cool way with their own personal styles." Johanna summarized this collection as "Love and Passion".



This collection consists of four styles: large and small shoulder bags, satchel and crescent-shaped hobo which could fulfill all the needs for ladies on different occasions. In consistent with RABEANCO's design philosophy, the designed structures and sizes ensure all down town ladies to make the best use of the handbags to match their life styles.

Inheriting the simple silhouette from RABEANCO, Johanna added quilted texture with geometric lines to the design, showing a glimpse of modern city lives. Her signature bow was transformed into a more simple knot and added on the handbags.



Johanna's favorite pink, classic black and pure beige are used to perfectly fit modern women's costumes. This collection was made with natural leather which resulted in soft texture and rich luster of the leather bags.

Reflecting the feminine-yet-cool side of modern ladies, as well as balancing form and functionality, the second "RABEANCO X Johanna Ho" Collection is an enhancement of RABEANCO's philosophy "affordable luxury", enriching customer's experience in enjoying leather accessories.

### Brand story

RABEANCO was created in 2002 out of its founders' passion for leather craftsmanship and their desire to make luxurious accessories widely accessible. It is a fashion accessories brand that takes pride in its leather expertise, design philosophy and personalised services.

In 2004, RABEANCO opened its first store in Hong Kong and the brand thrives across boundaries with growing presence in Spain, China, Philippines, Singapore, Thailand and Taiwan.

### Shop List

VivoCity	#B1-01, VivoCity, 1 Harbourfront Walk, Singapore 098585	6878-0508
ION Orchard	#B1-24, ION Orchard, 2 Orchard Turn, Singapore 238801	6509-8307
Raffles City	#01-18, Raffles City Shopping Centre, 252 North Bridge Road, Singapore 179103	6336-4106

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