

News Alert

WOMEN'S LEATHER GOODS BRAND RABEANCO OPENS AT JEWEL CHANGI AIRPORT

A CELEBRATION OF INDIVIDUALITY AND CREATIVITY



SINGAPORE, 28th October 2019 - Retail therapy has just gotten more exciting this fall with the opening of new RABEANCO's store at JEWEL. Minimalism, artisanal craftsmanship and premium leather all characterize RABEANCO's designs. On the 23rd October, RABEANCO celebrated the store opening at JEWEL with a creative leather customisation workshop.

"RABEANCO is thrilled to open our doors in this wonderful city and travellers around the world with in this gorgeous airport. As part of our holiday collection, we have introduced an exclusive range of travel convertible bags that transform from backpack to shoulder bags. We design our products for women who are constantly on the go and in need of a highly functional yet chic designer leather products. We are one of the first brands to introduce premium light-weight leather. This way, women can look stylish without feeling the weight on their shoulders," said RABEANCO's spokesperson.

Fashion and lifestyle media Singapore Tatler, BURO247, LuxesocietyAsia, Her World, LianheZaobao as well as influencers Khaw XinLin, Audrey Goh, Kayley Tan and Cherylene Kiara were among the guests who got to learn about the RABEANCO's minimalist design aesthetics and customise their own leather

RABEANCO

pouches.

In RABEANCO's distinctive neutrals, modern silhouettes and minimalism styles, the new designs from the fall collection will put us in the mood to switch our summer bags. Guests were thrilled by the number of style options from the fall winter collection. Where you are headed for meetings (think UNNI work satchel) or want an ultra-stylish Instagram worthy clutch - think the lust-worthy YEN crossbody, there is something for every bag lover.



LYLA satchel, JHU tote, MIRENA satchel, RIKKA shoulder bag and RUTA tote. Hot summer styles such as INA crossbody, LUCIA tote, UNNI satchel, YEN and RIKKI shoulder bag are now available in autumn colours. The classic SPECTRUM tote has also been refreshed with new gorgeous shimmery calf leather and inner lining.

Just like our guests, RABEANCO hopes to have you live life large and indulge in handbag lust.

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Local influencer Khaw XinLin with her customized leather pouch.

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Local influencer XinLin and Host Audrey Goh

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Local influencer Noelle Lim channeling off-duty model look with INA crossbody.

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Mediacorp DJ Desiree Lai creating her own pouch.

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Guests - Clarie and Vicky having a great ball customizing their own leather card holders.

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Clarie's new RABEANCO - the summer hot favourite - INA crossbody in vibrant pink. She confessed to having a hard time deciding between the LYLA work satchel, RUTA convertible backpacks and NUVVI bucket bags in pretty autumn colours. Love at first sight for Jasmine Lee with her red hot NUVVI satchel.

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Influencers - Cherylene Chan, Kaylene Tay, Vicky Low

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All smiles Cherylene Chan, Clarie Teo, Vicky Low, Jasmine Lee, Kaylene Tay

RABEANCO



NOC host Sherri Ashlee looking chic and stylish with her UNNI satchel in autumn colours. The rectangular shaped satchel with strong curved top handles is a fan favourite. It can be worn over the shoulder or hand-held.



RABEANCO

The new store will be stocking the full range of leather footwear crafted in premium leather. The range includes mules, slingbacks and heels in similar minimalist styles ranging from SGD\$180-330.

ABOUT RABEANCO

The RABEANCO brand was created in 1992 for the woman seeking stylish yet practical leather bags. Beautiful artisanal handcrafted leather goods with clean streamlined design aesthetics at accessible price points have been the brand's ethos. The brand prides itself on introducing innovations in its designs, most notably in their use of lightweight leather. The minimalism and sophisticated designs are perfectly suited for the fast-paced lifestyle of the modern woman.

SOCIAL MEDIA: facebook.com/RABEANCO instagram.com/RABEANCO

Shop List

Jewel	#01-218, 78 Jewel Changi Airport Singapore 819666	6241 9266
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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