



**EVENT INVITATION: RIL CREED LAUNCHES IN HONG KONG**  
***Ethical and Sustainable Japanese Handbag Designer Label***  
***Opens First Boutique***

*(Hong Kong, January 18, 2018)* You are cordially invited to discover RIL CREED's collection of sustainable and ethical Japanese handbags at the exclusive grand opening of its first flagship boutique in Hong Kong.

Launched in 2012 in Japan and 2014 in Hong Kong, The Japanese handbag label RIL CREED is designed by Hanada Kazue, a seasoned designer who has been the design chief at the coveted Kitson Japan. With over two decades of experience, Kazue's designs are made for the modern working women on the go. Using only fine genuine leather, with on-trend colours and versatile designs, each of RIL CREED's handbags are made for every smart-casual occasion.

Made to empower every modern women, each RIL CREED handbag is designed in Tokyo and handmade by artisans with age old craftsmanship. With a vision to revolutionize the handbag industry by using sustainable, upcycled materials and encouraging women to see beyond luxury items, RIL CREED redefines handbags as a tool to collect experiences and a companion in women's journey to change the world.

RIL CREED's latest collection is inspired by owls, a spirited animal that symbolizes a deep connection, intuition, and wisdom of the soul. It represents change, transformation, and clarity. The brand aims to empower women through efforts to use sustainable materials and offcuts from factories. This season, upcycled sheepskin, faux fur and suede has been transformed into clean, elegant and effortless designs.

Among the new exclusive collection, some highlights include the CELIA (\$2,490) clasp handbag - the perfect companion for any elegant lady, fusing a vintage look with modern materials. For the ladies who needs a bag that accompanies them from day to night, the EVA-M (\$2,390) is the roomy everyday carryall that speaks class while being versatile enough to be converted into a more tailored handbag.

Join us and discover the many signature and new designs from RIL CREED, along with a calligraphy workshop that lets you bring home a small beautiful leather good at the end of the session.

**Event details**

**Date:** 24th January, 2018

**Time:** 4-6pm

**Address:** Shop 7B, 1/F, 11-19 Great George Street & 27-47 Paterson Street,  
Fashion Walk, Causeway Bay

**Activities:** Introduction to new store and collections, calligraphy/ leather workshop

**- END -**

For RSVP or press enquiries please contact:

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Please click [here](#) to download high-res product shots.

**About Hanada Kazue**

*Chief Designer – RIL CREED*

Born in the 1970s, Hanada Kazue is Chief Designer of one of Japan's most sought-after handbag brands, RIL CREED. Previously the design chief at Kitson Japan, Hanada has a deep understanding of what a woman needs when it comes to handbags. She has designed some of the bestsellers for the JAYRO, Kitson and Julia Parker labels, and brings to RIL CREED her renowned expertise.

A seasoned handbag designer with over 20 years of experience, Hanada has created a beautiful, smart-casual collection for RIL CREED using only the finest genuine leather and horsetail in a variety of on-season, contemporary colours.

These fashionable and practical designs from Hanada have been extremely popular amongst professional woman in Japan and California, and have now set pulses racing amongst Hong Kong's fashionistas.

**Online presence:**

Facebook: <http://www.facebook.com/rilcreedhk>

Instagram: <http://www.instagram.com/rilcreed>

Website: <http://rilcreed.com>

**RIL CREED Hong Kong flagship store address:**

Shop 7B, 1/F, 11-19 Great George Street & 27-47 Paterson Street  
Fashion Walk, Causeway Bay  
(MTR Exit E)

**Opening Hours:**

Monday to Thursday, Sunday & Public Holidays: 11am-11pm  
Friday, Saturday: 11am-11:30pm

**Contact Number** (call/ Whatsapp/ WeChat/ Line): +852 9739 3162